

NATHAN ACOSTA

PUBLIC RELATIONS | SOCIAL MEDIA | EVENT PLANNING

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PROFESSIONAL EXPERIENCE

Marketing Coordinator

Fall 2011 – Present

Capitol Financial Solutions

- Provide marketing materials, mentorship, and prospecting resources to nearly 100 financial representatives in North Carolina and Virginia
- Manage brand communications, marketing, social media, and web presences; coordinate and distribute press releases

Communications and Member Services Coordinator

Winter 2010 – Summer 2011

North Carolina Alliance for Athletics, Health, Physical Education, Recreation and Dance (NCAAHPERD)

- Administered a comprehensive array of organizational communications via traditional public relations and new media: developed relationships with local and regional news media, presented at national conferences, represented the organization before state agencies and strategic partners, served as project manager in the redesign of two websites, created branding elements, presentations, and videos, and served as member services coordinator and ambassador for more than 2,000 members
- Attracted more Twitter followers than the national affiliate and accepted into the YouTube Nonprofit Program
- Provided services related to government relations leading to two victories in a single legislative session, the first in the organization's 80-year history; represented North Carolina's AHPERD workforce in Washington, DC
- Involved in event planning and executed marketing strategies leading to more than \$100k in revenue in 2010-2011

ACTIVE VOLUNTEER EXPERIENCE

- Triangle American Marketing Association
- Elon University Alumni Association – Triangle Chapter
- Triangle Spokes Group

July 2011 – Present

July 2011 – Present

July 2011 – January 2012

EDUCATION

Bachelor of Arts, Elon University, Elon, NC

Spring 2009

Major: Strategic Marketing/Corporate Communications

- Self-financed approximately 30% of college expenses by working 30 hours per week while enrolled full-time

INTERNATIONAL EXPERIENCE

Study Abroad in London, England

Winter 2008

- Sharpened interpersonal communication, critical thinking, strategic, problem solving, and navigational skills while gaining a deeper perception of world affairs and an increased sense of resourcefulness/ versatility when responding to frequent change

LEADERSHIP EXPERIENCE

Executive Director

Spring 2008 – Spring 2009

Preheat 350, Elon University Student Media, Elon, NC

- Designed and managed a student-run, college-themed cooking television show

INTERNSHIP EXPERIENCE

Marketing and Communications Intern

Fall 2009

Cirrus Medical Staffing, Charlotte, NC

- Researched, planned, executed, and evaluated elements of a social media campaign emphasizing new media tactics
- Administered a promotion to drive volume and leading to a 40% increase of Facebook fans in one month

Media Intern

Summer 2008

National Agents Alliance, Burlington, NC

- Produced video training materials for the organization's 8,000+ independent agents using Apple Final Cut Pro and Apple Motion
- Provided media support at special training events at the NAA "Campus" training facility

SERVICE-ORIENTED LEARNING EXPERIENCES

Campaign Developer

Fall 2008

Alamance Veterinary Hospital – Burlington, NC

Media Relations Coordinator

Spring 2008

Plaid Day – Village of Alamance, NC

Research Analyst

Spring 2008

The Lighthouse – Elon University, Elon, NC

Assistant Project Manager

Fall 2007

Web Redesign - Residential Treatment Services of Alamance County – Burlington, NC

OTHER WORK EXPERIENCE

- 5 years of experience in fast-paced, team-oriented, customer-first environments in the retail, hospitality, and government sectors
- Twitter: @NathanAcosta • Portfolio available at www.nathanacosta.com/employers • References available upon request