

Nicholas DeLuca

DIGITAL MEDIA & STRATEGIC COMMUNICATIONS

Education

University of Massachusetts Amherst
Master of Arts, History
Graduate Certificate in Public History
Expected Graduation: 2024

University of Massachusetts Boston
Bachelor of Arts, English '12
Concentration: Professional Writing

Skills



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npdeluca.com



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2019 – Present

- **University of Massachusetts Amherst**
Communications Manager
 - Plan campaigns to promote student achievements, faculty research, and alumni profiles
 - Collaborate with alumni relations, development, and news officers on faculty & staff and student newsletters
 - Develop communications strategy to facilitate students' co-curricular, experiential, and professional development

2018 – 19

- **Gándara Mental Health Center**
Communications & Development Associate
 - Oversaw, produced, and promoted blog, video, and social media content
 - Managed donor database, mailing list, and fundraising campaigns for annual events
 - Established brand guidelines and editorial standards for all products

2015 – 19

- **Freelance Writer**
Tulane University of Professional Advancement, SMU Cox School of Business, Claremont Graduate University, Flat Black Coffee Company, John F. Kennedy Presidential Library Foundation
 - Wrote, edited, and promoted content marketing articles
 - Optimized all digital media for SEO
 - Increased social media impressions, engagement, and followers for client handles

2016 – 18

- **Evaluation Systems group of Pearson**
Editorial Services Analyst
 - Wrote and edited market-focused, stakeholder-specific editorial products
 - Administered editorial oversight and project management for state-issued RFPs
 - Won contract bids for the states of California, Florida, Texas, Michigan, and Arizona

2013 – 15

- **BostInno**
Staff Writer
 - Wrote articles that generated more than 100,000 unique page views monthly
 - Led various beat coverage of local history, politics, real estate, and public art
 - Covered national news like the federal trial of Boston Marathon bomber Dzhokhar Tsarnaev