

Nicholas DeLuca

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npdeluca.com

Education

University of Massachusetts Amherst

MA, History

Graduate Certificate, Public History

Expected Graduation: 2023

University of Massachusetts Boston

BA, English, 2012

Skills

CMS

Drupal



WordPress



Integrated Marketing

Canva



MailChimp



Office Suites

Google Drive



Microsoft 365



Social Media Suites

HootSuite



SproutSocial



TweetDeck



Adobe Creative Suite

InDesign



Illustrator



Photoshop



Premiere Pro



Experience

College of Social & Behavioral Sciences, University of Massachusetts Amherst

Communications Manager | 2019–Present

- Plan and execute promotional campaigns for intra-college research, accolades, and milestones
- Oversee internal communications, digital communications, and event promotion strategies
- Lead team responsible for site maintenance, editorial production, and stakeholder outreach

Gándara Mental Health Center

Communications & Development Associate | 2018–19

- Oversaw multimedia content creation
- Managed donor CRM and outreach
- Drafted brand guidelines and editorial standards

Evaluation Systems group of Pearson

Editorial Services Analyst | 2016–18

- Wrote and edited market-focused, stakeholder-specific editorial products
- Oversaw editorial strategy for state RFP responses
- Helped win contract bids of major state clients

Freelance Writer

Self employed | 2015–19

- Wrote and edited content marketing articles for Tulane School of Professional Advancement, SMU Cox School of Business, Claremont Graduate University, Flat Black Coffee Company, and the John F. Kennedy Presidential Library Foundation

BostInno

Staff Writer | 2013–15

- Wrote beat news coverage that drew 100,000 unique page views monthly
- Created content verticals for local history, public parks, and public art
- Covered national news stories including Boston Marathon bombing trial and Faneuil Hall healthcare speech by President Barack Obama