

NICK DIGIROLAMO

Marketing Professional

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SUMMARY

Results-driven with hands-on experience building and leading a \$50 million company's marketing department from the ground up. Proven track record across all ventures, and looking to

CAPABILITIES

Microsoft Office | Google Workspace | Google Ads | Adobe Suite | Canva | Social Media | Salesforce | Claude | ChatGPT | n8n Workflows | Brand Strategy & Rebranding | Cold Email & Outreach Campaigns | Web Design & Copywriting | SEO | Social Media Strategy | Trade Show Execution | Press & Public Relations | Video Production & Editing | AI-Powered Marketing Workflows | Revenue Generation

EXPERIENCE

Marketing Manager – NEP | Wood Dale, IL

February 2024 – Current

Identified a go-to-market gap and pitched, launched, and led NEP's first-ever marketing department from the ground up

- **Rebranding:** Led a company rebrand, repositioning NEP from an electronic components distributor to a manufacturing partner with distributor pricing, and delivered all brand touchpoints, including website, marketing collateral, and social media
- **Email Marketing:** Applied AI tools to analyze engineers' search behavior and identify high-intent prospects, then designed and executed a targeted cold outreach campaign that produced 10 quotes projected to grow into \$100,000+ accounts
- **Web Marketing:** Managed a full website redesign and copy overhaul, collaborating across departments to develop content that resonated with target buyers, resulting in 16,000 new users acquired and a consistent pipeline of 2–3 qualified leads per month
- **Social Media:** Planned and executed NEP's LinkedIn content strategy, capturing photo and video assets, writing all copy, and managing post scheduling, growing organic impressions by 30,000 and achieving an 8.4% engagement rate within one year
- **Customer Appreciation Surveys:** Organized a customer appreciation survey campaign that generated 140 testimonials, deployed across the website and social media, while surfacing customer feedback to leadership to drive internal improvements
- **Trade Show Marketing:** Coordinated full trade show execution, including booth setup, on-site branding, promotional giveaways, and marketing materials, generating 160 qualified leads for the sales team across industry events
- **Press / Public Relations:** Co-authored a company profile featured on the front cover of the industry's largest trade publication and independently designed print advertisements using Canva and Adobe Photoshop

Inside Sales Representative – NEP | Wood Dale, IL

December 2023 – April 2024

- Managed 10 client accounts, delivering 125% of expected revenue by ensuring client satisfaction through clear communication, efficient order processing, and proactive order expediting; Held successful customer meetings

Disney College Program Participant – Walt Disney World | Orlando, FL

June 2023 – November 2023

- Selected from a global applicant pool for Disney's College Program, completing formal business training across the corporate structure, branding, customer service, and customer loyalty
- Delivered personalized service to thousands of Disney guests daily, managing high-volume crowd control, coordinating event logistics and setup, and emceeing live shows alongside cast members

Marketing and Managerial Internship – Jewel-Osco | Itasca, IL

May 2022 – August 2022

- Led the writing of a strategic marketing proposal focused on increasing sales from within the Latin American community
- Presented multiple business ideas to Jewel Osco's C-Suite executives, developed a strategic business plan to incorporate our ideas, including financials, store layout, visuals, and more; Received positive feedback from company executives

FREELANCE WORK

Luna's Spa – Built Luna's complete digital presence, including custom website development,

February 2026- Current

brand identity, logo design, copywriting, capturing images, and SEO optimization for a new business launch

Daniel Sobkowicz – Produced and edited a highlight reel for a 2026 NFL Draft prospect to maximize recruitment visibility

Jan 2026

ShotTracker – Video Coordinator for Nike EYBL, captured game footage, maintaining tracking, framing, and video quality

July 2025

EDUCATION

University of Wisconsin Oshkosh | Oshkosh, WI

B.A. Business Administration, Marketing Concentration with Digital Marketing Certification – Cum Laude

May 2023

GPA: 3.53/4 | Honor Roll | Lifetime Member: Sigma Mu Psi Marketing Honor Society | Pitcher on the baseball team

Rock Valley College | Rockford, IL

A.A. Concentration in Business

May 2021

GPA: 3.38/4 | Dean's List & Honor Roll | Pitcher on the baseball team