

Nick Rallo

Social media and marketing strategist with over 15 years of experience

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EXPERIENCE

Heritage Auctions, Dallas — Director of Social Media Marketing

July 2023 - July 2026

Lead on strategy, content creation, influencer marketing, and analytics across all platforms

- Design and implement social marketing strategies with a focus on growth in followers, user engagement, and video views
- Oversee the production of engaging content across various digital channels
- Manage and optimize budgets to ensure effective resource allocation
- Coordinate influencers across 60 categories of collectibles
- Lead, mentor, and cultivate a high-performing content management team of five
- Collaborate across departments, including art direction and public relations, to drive cohesive marketing initiatives

Key insights: Flagship followers up 15% YOY, Engagement rate up 250%, video views up 554% YOY

SMU Meadows School of the Arts, Dallas — Director of Marketing and Digital Strategy

July 2013 - July 2023

Lead on strategy and content—including email marketing, social media, and video production

- Targeted campaigns aimed at students and alumni
- Manage a team of student interns and web design clients
- Manage in-house web developers, UX, and SEO optimization

Dallas Observer, Dallas — Web Editor & Social Media Manager

March 2010 - July 2013

Directed all digital initiatives and strategies—including Facebook, Instagram, and Twitter—for the website's verticals (news, food, arts, and music). Responsibilities included managing social media interns, photography, and video

SKILLS

Proficient in Canva, ChatGPT, Adobe Creative Suite, Salesforce, Meltwater and Klear, Sprout Social, Meta Business Suite, Constant Contact, Mailchimp, Webflow, Wix, Squarespace, Microsoft Office Suite

RECENT CAMPAIGNS

[The Matthew Perry Estate Auction](#)

Single post led 7.8 million views on Instagram; 200K EMV

[The Flying Witch Hat Wizard of Oz](#)

Led 1.1 million EMV from influencer marketing

630,000 impressions over one month from influencers

[TikTok Growth](#)

Views increased by 216% in 2025 Q4

New followers increased by 690%

DigiSynd, Los Angeles — Content Marketing Lead

2007 - 2010

Coordinated content marketing plans and social media strategy across multiple platforms, including YouTube and Vimeo, for Disney and Warner Brothers' viral campaigns

SMU, Dallas — B.A. Communication, Film, and Media Arts

2002 - 2006

Directed studies in creative writing with a 3.7 GPA

REFERENCES

Will Clarke, Former VP of Marketing at Heritage Auctions; Current Senior VP of Growth at AMP

Email: willclarke13@mac.com | Direct: 214-642-7864

Robert Wilonsky, Former Editorial Columnist, Dallas Morning News

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