

Nicholas Crowell

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EDUCATION

Georgia State University | Cumulative GPA: 3.5

Bachelor of Business Administration in Marketing, Minor in Art & Design

Aug 2023 – Dec 2026

Awards: 1st Place – HackLanta 2026 (Jack of All Trades + Best Corporate Larp), Georgia State University

Affiliations: American Marketing Association | Honors College

LEADERSHIP & PROFESSIONAL DEVELOPMENT

LinkedOut | *Founding Team – Marketing, Strategy & Development* | Atlanta, GA

Oct 2024 – Present

- Won 1st Place at HackLanta 2026 (Jack of All Trades + Best Corporate Larp) by building an AI LinkedIn parody app with speech-to-jargon, AI headshot generator, and certificate generator in 12 hours using React, Vite, OpenAI, and DALL•E 3
- Secured the winning pitch by leading go-to-market strategy, UX direction, and producing the demo video that closed the judges

Verde House Productions | *Founder & Producer* | Atlanta, GA

Apr 2025 - Present

- Drew 350+ guests to a capacity-crowd launch event by orchestrating end-to-end production including venue sourcing, lighting design, and live AV coordination
- Generated 20+ new business inquiries by using pre-event social teasers and targeted influencer partnerships to drive organic reach
- Produced a post-event recap video for social distribution by directing a multi-camera media team throughout the event to capture high-energy promotional footage

Underground Journal | *Director of External Affairs & Marketing Head* | Atlanta, GA

Aug 2024 – Dec 2025

- Grew student submissions 507% by launching a targeted outreach campaign across 200+ courses, reaching 2,000+ students
- Led a cross-functional team of 10 across campaign strategy, budget allocation, and external partnership development
- Drew 200+ event attendees per semester by orchestrating community marketing campaigns and high-impact campus activations
- Expanded the strategic partner network by securing sponsorships and grants through targeted institutional outreach

Content Creator | *Digital Creator* | Atlanta, GA

Jul 2024 – Present

- Accumulated 10M+ organic views and 3M+ likes by executing a data-driven content strategy grounded in real-time analysis of platform algorithms and engagement metrics
- Grew a 5,000+ follower audience by iterating on content strategy via real-time analytics to maximize reach and retention
- Produced content at scale by self-managing a full production pipeline: scripting, filming, editing, and cross-platform publishing

PROFESSIONAL EXPERIENCE

Amber 404 Marketing | *Co-Founder* | Atlanta, GA

May – Aug 2025

- Grew aggregate social following 20% in one quarter for 3 SMB clients by building tailored, platform-specific content strategies
- Generated 10,000+ organic views by producing and publishing short-form video content for TikTok and Instagram Reels
- Contributed to a 10% lift in monthly recurring revenue by negotiating and closing 2 new local business partnerships

AI Tools & Web Development | *Independent Developer* | Atlanta, GA

2025 – Present

- Automated short-form content production by building an AI-powered Clip Bot that analyzes long-form video and extracts high-virality moments based on custom growth criteria using Python and the OpenAI/Gemini API/VMI
- Accelerated trend intelligence by engineering a Scroll Bot that autonomously scans social media to surface emerging trends and feed real-time strategy decisions
- Shipped 3 production-ready websites: a creative portfolio, the LinkedOut app, and the Underground Journal brand site built and deployed end-to-end via Python, GitHub, and Vercel

Signal (GSU Student Newspaper) | *Staff Writer* | Atlanta, GA

April – Dec 2025

- Consistently ranked in the Top 5 Most Read weekly features by authoring 12+ articles on campus culture, arts, and local events
- Increased average time-on-page by 45 seconds by integrating video interviews into digital articles alongside the multimedia team
- Built a 20+ source network by conducting in-depth interviews with university stakeholders and local artists

EmployTest | *Marketing Intern* | Atlanta, GA

June- Aug 2024

- Drove a 15% increase in qualified demo requests by optimizing B2B lead generation funnels and targeting criteria
- Improved organic search visibility across 50+ product pages by auditing content and updating SEO metadata and keywords
- Maintained a 28% average email open rate, above industry benchmark by executing automated email nurturing campaigns

SOFTWARE & INTERESTS

Software: Google Analytics, SEO Tools, Canva, Adobe Photoshop, Video Editing, Excel, SPSS, Claude Code, AI Workflows, Discord

Platforms: TikTok, Instagram, YouTube, X (Twitter), Email Marketing, LinkedIn, Tiktok, Snapchat,

Interests: Content Creation, Brand Strategy, Growth Marketing, Film Production, Experiential Events, Design, Scriptwriting