

# NICHOLAS PATRICK CARPO

+1 (310) 210-9413 | [www.nicholascarpo.com](http://www.nicholascarpo.com)  
npgcarpo@gmail.com | Los Angeles, CA 90020

## EDUCATION

### University of California, Los Angeles

June 2022

Human Biology & Society, B.S

GPA: 4.00 | Summa Cum Laude, Dean's List, College Honors

## PROFESSIONAL EXPERIENCE

### Hilton

Mar 2024 - Present

#### Content Process & Programming Lead

- Built content strategy for 5 repeatable series, growing QoQ revenue by \$3M+ and mobile conversion by 14.8%.
- Increased search traffic by 169% by streamlining distribution and SEO workflows to capitalize on 150+ activations.
- Generated 4.7M organic video views YTD (+367% over prev. year) by establishing consistent channel programming.
- Reduced delivery errors by 25% by redesigning SOPs and resource allocation based on business analysis insights.

#### Project Manager, Content Marketing

Nov 2022 - Mar 2024

- Grew content discoverability by 215% YoY by implementing a VP-backed YouTube strategy & management plan.
- Increased site traffic from social campaigns by 438% MoM by leading SEO-backed A/B Tests and CTA refinement.
- Reduced duplicative business efforts by 17.6% by remapping campaign process frameworks and systems at 2x scale.
- Reduced manual asset management work by 30% at 100% accuracy via automations for operational effectiveness.

### Dottob - Marketing & Creative Agency for Startups

Jan 2022 - Sep 2022

#### Creative Marketing Specialist

- Improved user engagement by 598% across 3 accounts, by managing end-to-end media strategies for tech and retail.
- Ensured 100% on-time delivery rates for creative assets by implementing key project management methodologies.
- Produced creative assets, copy, and reports on content positioning and communications strategy for 10+ clients.

### Total Wellness Magazine - Health & Wellness Publication

Mar 2020 - Sep 2022

#### Editor-in-Chief, Creative Director

- Led 50+ editorial staff to create digital and print publications, expanding production by 24% QoQ at net profit gain.
- Grew readership by 41% QoQ by implementing SEO and content marketing strategies to support product launches.
- Increased web traffic from referrals by 161%, by launching social and email campaigns focused on retargeting.

#### Copy Editor

Feb 2019 - Mar 2020

- Improved on-time content delivery rates by 33% and content output by 38% by revamping the editorial workflow.
- Reduced on-boarding time for staff writers by 24% by launching a formal training program with editorial style guides.

### UCLA Sustainability

Sep 2020 - Sep 2021

#### Social Media Marketing Manager

- Increased weekly digital impressions by 394%, by applying insights from market research and campaign analyses.
- Reduced report lead times by 60% by designing a social KPI dashboard and revised content management system.

#### Project Manager

Jan 2020 - Sep 2020

- Boosted target audience reach by 30K+ by launching digital platforms for the UC state-wide Zero Waste Initiative.
- Created and implemented refreshed branding guides and digital media kits for UCLA Sustainability partner programs.

## PROJECT EXPERIENCE

### NPC Productions - Content Agency

Sep 2024 - Present

#### Director and Strategist

- Grew agency from 0 to \$15K MRR in 4 months through B2B partnership contracts and video production services.
- Advised and created assets for 30+ tech product launches, surpassing user acquisition benchmarks by up to 260%.
- Grew qualified lead generation by 300% QoQ by expanding client relations and B2B marketing strategies.
- Grew client list to include founders from accelerator programs (YC), venture capital firms, and Seed-Series A startups.
- Founded a weekly newsletter, covering consumer media strategy case studies with Fortune 500 audiences.

## SKILLS & PROFICIENCIES

- Technical Skills:** Adobe Creative Suite (Illustrator, Premiere Pro, After Effects), Social Media Analytics, AirTable
- Certifications:** Google Ad Search and Display (Google), Ads Manager Campaign Activation (Snap)