

Nicholas Krasoski

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Education

State University of New York College at Oswego

Master of Arts in Strategic Communication. GPA: 3.9

Post-Baccalaureate in Integrated and Social Media. GPA 3.9

Applied Project: *LGBTQ+ Online Communication with SUNY Oswego Students*

Oswego, NY

August 2022

State University of New York College at Oswego

Bachelor of Arts in Broadcasting & Mass Communication. GPA. 3.8

Summa Cum Laude, Dean's List: Spring 2018, Fall 2019; Presidents List: Spring 2019

Recipient of Transfer Merit Scholarship: All Semesters

Oswego, NY

May 2019

Related Experience

State University of New York College at Oswego

Graduate Assistant for the Dean of Students Office- Health Promotion

Oswego, NY

August 2021-May 2022

- Teach office-sponsored workshops to promote bystander intervention and managing stress to increase student success
- Interfaced with multiple administrative departments such as Residence Life to encourage on-campus students to attend our workshops
- Worked cross-functionally with the Oz Peer Educators to create outreach campaigns and programming based on weekly topics on maintaining a healthy lifestyle while in college
- Kept tabs on inventory and program budget to ensure available funds were utilized appropriately
- Handled confidential student documentation with the highest level of discretion via administrative tasks on behalf of the Dean to aid in office productivity

State University of New York College at Oswego

Project Manager, Data Analytics & Graphic Design

Integrated Media Graduate Practicum

Oswego, NY

January 2022-May 2022

- Worked as a team with five other graduate students and released the SUNY Oswego Student Survey on Attitudes towards Technology (SSATT) survey for the 2022 school year targeted towards Freshmen and Seniors
- In charge of the overall project to ensure deliverables are delivered on time
- Analyze previous year data from the campus survey to convey results with infographics
- Develop and execute an social media campaign that promoted the survey, and past year results

Relevant Coursework

Graduate:

- Technology and Culture
- Social Networks and the Web
- Integrated Media, and Design
- Applied Communication Theory
- Introduction to Strategic Communication

Undergraduate:

- Integrated Media Theory/Design
- Integrated Media Writing/Design
- Media Copywriting
- Media Economics
- Mass Media and the Law

Skills & Certifications

Nicholas Krasoski

Software Proficiency:

- Google Drive Suite
- Google Analytics
- Netlytic
- Microsoft Office
- Asana Workflow Systems

Content Creation:

- Adobe Photoshop, InDesign, and Adobe Audition
- Podcasting/Audio
- Copywriting
- Graphic Design
- WordPress

Social Media:

- Facebook
- Twitter
- Instagram
- HootSuite

Academic:

- Research Methods
 - Communication
 - Media Studies
 - LGBTQ Histroy & Representation

Certifications:

- CITI Program
 - Social and Behavioral Responsible Conduct of Research
- Analytics Academy
 - Google Analytics for Beginners
- LinkedIn Learning
 - Online Marketing Foundations
 - Strategic Planning Foundations
 - Branding Foundations
 - SEO Foundations
 - Project Management Foundations

Work Experience

Target

Service Advocate & Cash Office Team Member

Cicero, NY
July 2017- Present

- Facilitate the right means of action to assist Target shoppers with any issue or concern in accordance with organizational policy and guest satisfaction
- Process in-store returns, online pick-ups, and curbside pick-ups by inhabiting positive interpersonal communication for shoppers when visiting
- Cross-trained in the store's cash office by auditing daily cash profits to be sent to the bank, auditing safe counts, and reconciling start funds for the next business day

Five Below

Keyholder

Cicero, NY
October 2014 - June 2017

- Developed position at the company from seasonal associate to permanent associate, and eventually part-time manager through dedication and leadership
- Enabled a positive experience for customers by ensuring the store was properly maintained and organizing merchandise
- Audited drawers, prepared nightly deposits, and keep track of store funds to help generate store revenue