



NICO BUONASORA

SEOUL, SOUTH KOREA
NEW YORK, NY, USA

CONTACT:
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PORTFOLIO:
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Summary:

Data driven Account Manager with 5+ years of experience specializing in social media (Instagram, TikTok, Snapchat) paid ad strategy and execution, influencer marketing, and Google SEO.

Innovative and collaborative team leader across 5+ time zones to spearhead brand development, content strategy, and exceed KPI targets, along with improving companywide ways of working.

Experience:

ACCOUNT MANAGER

JAN. 2022 - PRESENT

YOKE NETWORK | REMOTE

- Account lead of mobile app clients – responsible for strategy planning / execution, account management, and optimizing TikTok ad campaigns
- Manages monthly marketing budgets of \$200K+; upselling clients to increase budgets by 550%+ to scale up campaigns
- Generates data driven reports for clients, providing recommendations on campaign optimization, audience targeting, and new initiatives
- Spearheaded the expansion of Yoke Network services for clients to market across Meta (Facebook and Instagram) and Google (YouTube)
- Developed the expansion strategy to run ad campaigns and acquire new e-commerce business to drive increased ROAS by 200%+

SOCIAL MEDIA MANAGER

JUL. 2020 - JUL. 2022

HATE IS A VIRUS | REMOTE

- Successfully planned and executed social media campaigns, resulting in following increase of 560% over a year period to a global audience
- Leads social efforts to raise \$1 million USD for the CommUNITY Action Fund, an initiative to support and uplift AAPI led organizations
- Manages social media influencer collaborations to promote Hate Is A Virus' message of dismantling racism and to market merchandise sales
- Engages with our community and allies daily to ensure our messaging remains consistent and handles incoming inquiries

GLOBAL MARKETING ASSISTANT

AUG. 2021 - FEB. 2022

AXIS-Y | SEOUL, SOUTH KOREA

- Handles SNS and influencer marketing strategy, resulting in over \$22,500.00 in new U.S market
- Increased Instagram following by over 10% of consumers over 6-month time span
- Leads negotiations with influencers to maintain budget at affordable costs and strong ROI
- Spearheading the development of a new skincare line with 50 global participants

JUNIOR OPERATIONS ASSOCIATE (FREELANCE CONTRACT)

DEC. 2019 - APR. 2020

MEDIARADAR | NEW YORK, NY, USA

- Led outreach efforts to collect data from B2B events in direct request from the company CEO
- Assessed and classified data efficiently on a daily basis to accurately meet deadlines for weekly production
- Fulfilled special requests from the client service team to ensure satisfaction among company clientele
- Streamlined Inventory team's production by converting physical publications into digital

ACCOUNT ASSOCIATE (FREELANCE CONTRACT)

MAR. 2019 - AUG. 2019

AGENT3 | NEW YORK, NY, USA

- Managed and tracked programmatic ads for clients to generate and convert leads
- Authored copy for digital assets and conducted A/B testing to optimize performance
- Liaised between clients and design team to supervise the creative process of digital ads and landing pages
- Developed email newsletters via Marketo to provide actionable insights for clients' marketing and sales teams

Education:

PACE UNIVERSITY, LUBIN SCHOOL OF BUSINESS

SEP. 2014 - MAY. 2018

NEW YORK, NY, USA

Bachelor of Business Administration in Management, Marketing Minor

Skills:

Influencer Marketing | SNS Management & Marketing | Email Marketing | SEO/SEM | Google Ads
G-Suite | Microsoft Office | CRM | Canva | Public Relations | Negotiating

Internship Accomplishments: (2014 - 2018)

BLACK TAP | Creative Marketing & Events

Increased daily average guest traffic for Soho and Meatpacking District locations by 500% through social media and influencer marketing

SIMMER GROUP | Creative Marketing

Promoted restaurant clientele by coordinating with influencers and engaging with audiences via Sprout Social

SEVENROOMS | Marketing & Partnerships

Grew lead gen opportunities and generated email newsletters via MailChimp to American Express partners

UNION SQUARE HOSPITALITY GROUP | Hospitality Apprenticeship

Provided meaningful experiences to guests through 'enlightened hospitality' across all areas of back of house and front of house

Q PRIME ARTIST MANAGEMENT | Public Relations

Assisted in ticket sales for Metallica's "Hardwired... To Self-Destruct" album release show at Webster Hall