

Nicholas Mokhtarian

Rancho Palos Verdes, CA | 310-713-9101 | nickmokhtarian7@gmail.com | **Portfolio:** nicholasmokhtarian.com

Education

CALIFORNIA STATE UNIVERSITY, FULLERTON

- Bachelor of Arts in Business Administration: Marketing
- Cumulative GPA: 3.63

MAY 2023

GPA: 3.63

OTIS COLLEGE OF ART & DESIGN

- Graphic Design Certificate Program

2024 - Present

LinkedIn Certifications:

Marketing: Copywriting for Social Media

Feb 2023

Social Media Marketing: Managing Online Communities

Oct 2022

Marketing: Conversion Rate Optimization

Oct 2022

HubSpot Certifications:

Social Media Marketing

Mar 2023

Experience

MARKETING COORDINATOR | KAWAI AMERICA CORPORATION | January 2024 - Present

- Manage marketing initiatives for a top global piano manufacturer, including social media, email campaigns, website updates, and promotional materials.
- Create marketing assets such as ads, brochures, POP displays, dealer communications, and digital content using Photoshop, Illustrator, InDesign, and Premiere Pro.
- Coordinate national marketing programs including rebate/financing promotions, and product launches.
- Support digital advertising efforts across Meta and Google Ads to improve campaign performance.
- Collaborate with cross-functional teams to maintain brand consistency and execute campaigns.

OFFICE ASSISTANT | KYLAS INSURANCE & FINANCIAL SERVICES, INC. | April 2021 – May 2023

- Maintained an organized and efficient filing system, ensuring easy access to critical documents and contributing to streamlined office operations.
- Upheld a clean and tidy office environment by performing regular cleaning duties, fostering a welcoming and productive workspace for colleagues and clients.
- Coordinated and scheduled client appointments for supervisors, demonstrating strong attention to detail and time management skills to maximize efficiency.

FREELANCE WORK | June 2023 – August 2023

- Created original designs for movie posters to promote client's short film, ensuring that they aligned with the tone and style of the film.
- Edited client's short film to enhance its quality and coherence.

Skills & Abilities

- Proficient in Excel and Word
- Proficient in Adobe Suite & Canva
- Social Media: Instagram, Facebook, TikTok