

Nick Barbero

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PURPOSE Marketing and advertising professional with over 2 years of experience seeking an agency or corporate role in campaign coordination, client services, or media operations. I leverage digital campaign execution, cross-functional project management, and data-driven strategy to streamline workflows. A recent project I am proud of is building my own professional portfolio website from scratch using Claude Code.

PROFESSIONAL EXPERIENCE

Hi Hat Marketing | Marketing Manager

November 2025 - March 2026

- Built and deployed end-to-end batch email and SMS campaigns, utilizing dynamic content blocks and automated workflows in Mailchimp and HubSpot to drive customer retention.
- Managed and optimized subscriber lists through advanced segmentation and versioning, ensuring high deliverability and targeting accuracy based on customer cohorts.
- Designed and produced mobile-first email layouts, social assets, and landing pages using Adobe Creative Suite, maintaining strict brand voice and design consistency.
- Executed Quality Assurance processes to verify content accuracy, link integrity, and responsive rendering across multiple devices and email clients.
- Monitored and reported on key performance metrics, conducting A/B tests on subject lines and creative layouts to optimize engagement and conversion rates.

Oregon Health and Science University | Administrative Office Specialist (Temporary)

April 2025 - July 2025

- Managed and logged complex data sets into Excel with 100% accuracy, ensuring all systems complied with strict regulatory and confidentiality standards.
- Digitized and indexed high-volume file systems, converting physical records into secure digital formats to streamline workflow efficiency and data accessibility.
- Coordinated cross-functionally with HR and various departments to ensure timely processing of critical documentation, supporting organizational alignment and clear communication.
- Audited and maintained data integrity within internal record systems, utilizing Microsoft Office to safeguard sensitive information and ensure accurate reporting.

LatinoBuilt | Campaign Manager (Temporary)

September 2024 - November 2024

- Deployed targeted email campaigns via Monkeypod CRM, driving a 10% increase in membership renewals and a 40% boost in engagement through subject line and content testing.
- Versioned 20+ monthly creative assets using Adobe Creative Cloud and Canva, ensuring brand consistency and mobile-first responsive design across all email and social deliverables.
- Collaborated cross-functionally to align messaging across CRM campaigns and event promotions, supporting loyalty-driven initiatives and ecosystem awareness.
- Monitored performance metrics and assisted with segmentation accuracy, utilizing data insights to refine targeting logic and improve campaign effectiveness.

KWVA Eugene Radio | Production Assistant

February 2024 - June 2024

- Managed and organized studio equipment for 10+ live recording sessions, improving efficiency and minimizing setup time.
- Conducted routine maintenance on audio equipment, identifying and addressing functionality issues to prevent interruptions during broadcasts.
- Streamlined setup processes, enabling artists to begin sessions on schedule and increasing studio productivity.

LatinoBuilt | Advertising Intern

June 2023 - September 2023

- Conducted market research to gather information about target audiences, competitors, and industry trends. This involved analyzing data, conducting 100+ surveys, and researching online.
- Created various types of media content, including blog posts, social media updates, email newsletters, and promotional materials using Adobe CC and Canva.
- Tasked with creating at least 10 graphics, videos, or other multimedia content for marketing purposes per week.

EDUCATION

Bachelor of Science in Advertising with a Minor in Audio Production

School of Journalism and Communication | School of Music and Dance | University of Oregon | Eugene, OR | June 2024

CERTIFICATES

Generative AI from IBM | Content Marketing from HubSpot Academy | Digital Advertising from HubSpot | Content Marketing Essentials from Semrush