NIKOLAJ FOLMER

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EXPERIENCE

Nina McLemore — New York, NY
Director of Marketing — *Aug 2023 – Present*
- Spearhead a comprehensive brand growth strategy encompassing digital and print marketing.
- Direct and optimize online advertising campaigns on Meta and Google platforms. Negotiate press collaborations.
- Develop responsive website features with backend integration using HTML, CSS, JavaScript, jQuery, PHP, and SQL.
- Manage e-commerce store, focusing on SEO using Semrush and Google Analytics for sustained growth.

Marketing & Web Design Specialist — *Aug 2022 – Aug 2023*
- Promoted to Director of Marketing by CEO for exceeding expectations.
- Led website redesign process for new digital campaign driving 44% YoY revenue growth.
- Create on-brand content using Adobe apps for fashion events and direct photoshoots for seasonal collections.

Laffin — New York, NY
Co-Founder & CEO — *May 2020 – Present*
- Pioneer a growing e-commerce brand with an influential social media presence, achieving $1M revenue in 18 months across 97 countries. Direct a management team of 4 people overseeing marketing, customer service, and logistics.
- Manage a $100k media investment, analyzing campaign performance to optimize and scale strategy.
- Head creative decisions and utilize JavaScript, PHP, SQL, VBScript for web development and operations automation.

Fordham University — New York, NY
Graduate Assistant, Graduate School of Arts and Sciences — *Dec 2023 – Feb 2024*
- Applied strong aesthetic sense and design principles to redesign publication using Adobe InDesign and Photoshop.
- Collaborated with administrators to produce prompt and thorough deliverables.

Teaching Assistant, CISC 3300: Internet and Web Programming — *Jan 2023 – May 2023*
- Taught HTML, CSS, JavaScript, PHP, Python, & SQL, answered questions for 29 students, & conducted office hours.
- Graded assignments, provided valuable feedback, and assisted professor in course-related tasks.

EDUCATION

Fordham University Graduate School of Arts and Sciences — New York, NY
Master of Arts, Public Media; Strategic Communication (Concentration) — *Aug 2023 – Present*
Relevant Coursework: Public Interest Media: Theory and Practice, Strategic Communication

Fordham University — New York, NY
Bachelor of Arts, New Media and Digital Design; French (Minor) — *Aug 2020 – May 2024*
GPA: 3.8
Honors: Dean's List, 2020-24
Relevant Coursework: Cyberspace: Issues and Ethics, Design Thinking, Professional Social Media

PROJECTS

Algorhythm: A Collaborative Music Gallery — Fordham University
folmer.me/algorhythm-preview — *Jan 2023 – May 2023*
- Developed full stack web app visually synthesizing global music tastes using AI-generated imagery and various APIs.

Nina McLemore Website — Nina McLemore
folmer.me/nm-website — *Oct 2022 – Dec 2022*
- Transformed outdated website, ameliorated usability issues, and implemented interactive elements to improve UX.

SKILLS

Java, C++, JavaScript, jQuery, PHP, SQL, HTML, CSS, Adobe Creative Suite, Figma, Shopify • Typing speed: 105 wpm
Professional working proficiency in French • Private Pilot