

NIKOLAJ FOLMER

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SKILLS

Java, C++, JavaScript, jQuery, PHP, SQL, HTML, CSS, Adobe Creative Suite, Figma, Shopify, PPC, SEO, SEM
Project Management, Marketing/Brand Strategy, Web Design, Photography, Video Production, Communications Design
Typing speed: 105 wpm • Professional working proficiency in French • Private Pilot

EXPERIENCE

Laffin

Co-Founder & CEO

New York, NY

May 2020 – Present

- Pioneer a growing e-commerce brand with an international digital presence, driving \$1M revenue in 18 months.
- Manage a \$100k media investment, monitor & analyze campaign KPIs to optimize & scale Meta, Google ads strategy.
- Direct a cross-functional team of 4 people overseeing digital marketing (PPC), customer service, and logistics.
- Head creative decisions and utilize JavaScript, PHP, SQL, VBScript for web development and operations automation.
- Recognize opportunities for optimization and drive exponential growth through operations and campaign automation.

Nina McLemore

Director of Marketing

New York, NY

Aug 2023 – Jun 2024

- Spearhead a comprehensive brand growth strategy encompassing digital and print marketing.
- Increased website traffic by 240% using SEM, Google Search ads, Meta ads while fully optimizing ad accounts.
- Develop responsive website features with backend integration using HTML, CSS, JavaScript, jQuery, PHP, and SQL.
- Manage Shopify e-commerce store, lead SEO strategy using Semrush and Google Analytics for sustained growth.
- Direct a team of 6 people for seasonal photoshoots and collection launches. Negotiate press collaborations.

Marketing & Web Design Specialist

Aug 2022 – Aug 2023

- Led website redesign process for new digital campaign driving 44% YoY revenue growth.
- Collaborate with ad agencies and communicate strategy recommendations to decision-makers.

Fordham University

Graduate Assistant, Graduate School of Arts and Sciences

New York, NY

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

Master of Arts, Public Media; Strategic Communication (Concentration)

New York, NY

Aug 2023 – Present

Relevant Coursework: Strategic Communication, Public Interest Media, Interactive Digital Storytelling

Fordham University

Bachelor of Arts, New Media and Digital Design; French (Minor) / GPA: 3.8

New York, NY

Aug 2020 – May 2024

Honors: Magna Cum Laude; Dean's List, 2020-24

Relevant Coursework: Cyberspace: Issues and Ethics, Design Thinking, Professional Social Media

PROJECTS

Algorhythm: A Collaborative Music Gallery

folmer.me/algorhythm-preview

Fordham University

Jan 2023 – May 2023

- Developed full stack web app visually synthesizing global music tastes using AI-generated imagery and various APIs.

Nina McLemore Website

folmer.me/nm-website

Nina McLemore

Oct 2022 – Dec 2022

- Transformed outdated website, ameliorated usability issues, and implemented interactive elements to improve UX.