

NIKOLAJ FOLMER

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SKILLS

Java, C++, Python, JavaScript, jQuery, PHP, SQL, HTML, CSS, Adobe Creative Suite, Figma, Shopify, PPC, SEO, SEM, Salesforce, HubSpot, AI Tools (Stable Diffusion, OpenAI APIs), Prompt Engineering, UI/UX Design, Full Stack, Project Management, Marketing/Brand Strategy, Web Design, Photography, Video Production, Communications Design
Typing speed: 105 wpm • Professional working proficiency in French • Private Pilot

EXPERIENCE

Public Preparatory Network

Bronx, NY

Marketing Manager

Aug 2024 – Feb 2025

- Lead successful marketing campaigns for the nation's first non-profit tuition-free charter school network.
- Develop and implement a comprehensive social media plan for a brand refresh and digital growth campaign, utilizing AI-driven analytics to optimize reach and engagement across platforms.
- Conduct market research and analysis to identify trends, opportunities, and challenges, using insights to optimize marketing strategies and decision-making.
- Increased YouTube subscriber base by 136% in < 1 month through targeted content strategy & audience engagement.
- Designed and executed a high-performing Meta lead generation campaign with a \$60k annual budget, reducing cost-per-lead (CPL) by 62% through strategic targeting, ad optimization, and efficient budget management.
- Manage WordPress website and develop responsive features using HTML, CSS, JavaScript, and PHP.
- Leverage Salesforce to craft, deploy, and analyze stakeholder emails to maximize engagement and campaign impact.
- Supervised software engineering consultants to coordinate the successful launch of a new website, leveraging Agile methodologies for streamlined development and delivery.

Laffin

New York, NY

Co-Founder & CEO

May 2020 – Present

- Pioneer a growing e-commerce brand with an international digital presence, driving \$1MM 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

New York, NY

Director of Marketing

Aug 2023 – Jun 2024

- Spearheaded 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.
- Developed responsive website features with backend integration using HTML, CSS, JavaScript, jQuery, PHP, & SQL.
- Managed Shopify e-commerce store, led SEO strategy using Semrush and Google Analytics for sustained growth.
- Directed a team of 6 people for seasonal photoshoots and collection launches. Negotiated press collaborations.
- Designed a custom Retool solution integrated with Shopify for sales tracking and data reporting. Built an interactive dashboard with SQL integration for user-friendly data management, complete with an AI-powered chatbot.

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.
- Increased efficiency of website redevelopment process using technical expertise, resulting in savings of \$20,000+.
- Collaborated with ad agencies and communicated strategy recommendations to decision-makers.

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

Master of Arts, Public Media; Strategic Communication (Concentration) / GPA: 3.9

New York, NY

Aug 2023 – Present

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

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, Internet and Web Programming, French Business Culture

PROJECTS

Algorhythm: A Collaborative Music Gallery

folmer.me/algorhythm-preview

Fordham University

Jan 2023 – May 2023

- Developed a full-stack web application that visually synthesizes global music tastes using AI-generated imagery and multiple APIs (Spotify API, Google Maps API, and Stability.ai) to create an interactive user experience.
- Engineered a PHP-based prompt generation algorithm to convert audio features into region-specific AI-generated art through Stable Diffusion.
- Designed and deployed SQL database schema to efficiently manage and query large sets of user-contributed music data.
- Solved technical challenges by developing custom data sanitization scripts to handle explicit content and ensure data integrity.
- Led the design and development of the user interface, ensuring a seamless and engaging experience through responsive web design with HTML, CSS, JavaScript, and PHP.
- Conducted comprehensive market research to analyze similar platforms, applying insights to differentiate the project and optimize user engagement strategies.

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.