

# NATE FRIEFELD

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## PROFESSIONAL SUMMARY

Driven to build strong relationships with both customers and team members to improve the overall organization experience especially through the online and social media touchpoints. Responsibilities have focused on developing and improving different customer touchpoints varying from internal process updates to social media enhancements.

## EDUCATION

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UNIVERSITY OF FLORIDA

*Master of Mass Communications*

**Online, Part-Time**

August 2023

CLEMSON UNIVERSITY

*Master of Business Administration*

**Greenville, South Carolina**

May 2021

MICHIGAN STATE UNIVERSITY

*Advertising Management*

**East Lansing, Michigan**

May 2019

## WORK EXPERIENCE

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CHARLOTTE INDEPENDENCE SOCCER CLUB (CISC)

*Manager, Digital Media & Content Marketing*

**Charlotte, North Carolina**

February 2022 – Current

- Educate and promote the Clubs mission statement, vision statement and values.
- Content creation, curation and brand adherence for website, Facebook, Instagram, Twitter, TikTok, YouTube and print.
- Year 1 increased Instagram followers by 25% and reach by 100%. Year 2 increased followers by 31.6% and reach by 200.6%.
- Year 1 increased Facebook followers by 489.1% and reach by 100%. Year 2 increased followers by 12.9% and reach by 180.1%.
- Increased TikTok reach in Year 2 by 619.5%.
- Review analytics and make adjustments to current campaigns to increase engagement.
- Write and gather information for press releases regarding staff updates and partnerships.
- Continuously update website to meet brand standards and to visually showcase all program offerings.
- Plan, write, and create content for monthly newsletter to inform members on current club stories and revenue generating programs.
- Grab photography/videography of revenue generating programs to promote on social channels to increase awareness.
- Oversee marketing interns who go out collecting content to build content library.
- Travel to Independence USL W League and USL League Two training sessions to capture content to tell team story.
- Prepare game day social media content and schedule on Hootsuite for USL League Two to meet league requirements.

FRATERNITY SOCIAL MEDIA

*Freelance Social Media Consultant*

**Remote**

June 2021 – October 2021

- Expands brand awareness and increases engagement for @fraternitiesocialmedia Instagram account to Southeastern states to increase geographical diversity.
- Creates content leveraging current trends on social media platforms like Instagram and TikTok.
- Continuously seeking additional opportunities to enhance content by researching the latest trends such as (un)common holidays as a way to connect with a larger audience.
- Reviews content researched accounts to ensure company messaging aligns with brand standards societal and global expectations/needs.
- Meets with Account Creator and team to align on weekly goals and objectives.

THE SUITE BOUTIQUE  
*Marketing Intern*

**Clemson, South Carolina**  
January 2021 – May 2021

- Total Instagram followers reached 1,000 through implemented marketing efforts.
- Held weekly meetings with owners to review objectives and brainstorm new marketing ideas.
- Initiated the creation of a Google Business Account to increase search engine optimization and track website analytics.
- Created social media campaigns to increase brand awareness, followers, customer engagement, and leads.
- Conducted photoshoots to create a library of content to be used for Facebook and Instagram.
- Created marketing promotions with the use of Adobe Spark for social channels and in-person events.
- Proposed and completed Shopify website recommendations based on competitor website analysis.
- Created and designed subscribe action for website to inform customers of current/up-coming events.

LIGHTING ELYSIUM  
*Digital Marketing Intern*

**Remote**  
September 2020 – December 2020

- Conducted a social media analysis and competitive analysis to determine how products in this market were leveraged successfully.
- Proposed website reconfiguration to increase search engine optimization rank, customer visits, and reduce bounce rate.
- Reviewed new customer initiative programs for adequate presentation.

FIELD TOOL SUPPLY COMPANY  
*Social Media Intern*

**Remote**  
May 2020 – August 2020

- Consulted the President and Operations Manager to understand their vision and objectives for leveraging social media for the first time.
- Conducted social media analysis based on platforms vendors and competitors utilized to determine how products in this market were leveraged successfully.
- Evaluated pros/cons of using Facebook, Instagram, LinkedIn, Twitter and YouTube for Field Tool Supply based on knowledge gained through the social media analysis.
- Recommended a mix of social channels (Facebook, Instagram, LinkedIn and Twitter) to invest in.
- Initiated the creation and strategy phase of recommended social channels.

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**ADDITIONAL WORK EXPERIENCE – [VIEW DETAILS](#)**

LACROSSE AMERICA  
*Social Media Intern*

**Glenview, Illinois**  
May 2017 – August 2017

FIELD TOOL SUPPLY COMPANY  
*Co-Op*

**Chicago, Illinois**  
May 2014 – August 2018

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**ADDITIONAL SKILLS + CERTIFICATIONS**

- Photography, Videography, & Photoshop
- Portfolio: [nathanfriefeld.com](http://nathanfriefeld.com)
- Hootsuite Social Media Marketing Certified
- Hootsuite Platform Certified
- Google Ads Search Certified