

Nick Rallo

Social media and marketing strategist with 15 years of experience

(214) 668-9420

nickrallo@gmail.com

nickrallo.com

EXPERIENCE

Heritage Auctions, Dallas — Director of Social Media Marketing

July 2023 - PRESENT

Lead on strategy, content creation, influencer marketing, and analytics across all platforms globally

- Design and implement social marketing strategies
- Oversee the production of engaging content across various digital channels
- Manage and optimize budgets to ensure effective resource allocation
- Coordinate influencers across 60 categories of collectibles
- Lead, mentor, and cultivate a high-performing content management team
- Collaborate across departments, including art direction and public relations to drive cohesive marketing initiatives.

SMU Meadows School of the Arts, Dallas — Director of Marketing and Digital Strategy

July 2013 - July 2023

Lead on strategy and content—including email marketing, social media, video production Southern Methodist University's School of the Arts

- Targeted campaigns aimed at students and alumni
- Manage team of student interns and web design clients
- Manage in-house web developers, UX and SEO optimization

Dallas Observer, Dallas — Web Editor & Social Media Manager

March 2010 - July 2013

Directed all digital initiatives and strategies—including Facebook, Instagram, and Twitter—for the website's verticals (news, food, arts, and music). Responsibility included managing social media interns, photography, and video

DigiSynd, Los Angeles — Content Marketing Lead

2007 - 2010

Coordinated content marketing plans and social media strategy across multiple platforms, including YouTube and Vimeo, for Disney and Warner

SKILLS

Proficient in Canva, ChatGPT, Adobe Creative Suite, Meltwater, Sprout Social, Parse.ly, Meta Business Suite, Constant Contact, Mailchimp, Squarespace, Asana, Microsoft Office Suite

RECENT CAMPAIGNS

[The HBO Official Game of Thrones Auction](#)

[The December 7 Hollywood Signature Auction including the Ruby Slippers](#)

[The Hasbro Official Power Rangers Auction](#)

Brothers' viral campaigns

SMU, Dallas — B.A. Communication, Film and Media Arts

2002 - 2006

Directed studies in creative writing with 3.7 GPA

REFERENCES

Robert Wilonsky, VP of Communications at Heritage Auctions

robertw@ha.com | Direct: 469-878-0771

Karen Drennan, Associate Dean for Communications & Strategic Initiatives at SMU Meadows

kdrennan@smu.edu | Office: 214-768-2788

Sam Holland, Algur H. Meadows Dean of SMU Meadows School of the Arts

sholland@smu.edu | Office: 214-768-4154