

Nick Shaheen

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EDUCATION:

UNIVERSITY OF MASSACHUSETTS AMHERST

Isenberg School of Management - *Master of Business Administration (MBA)*

Amherst, MA

May 2016

TRINITY COLLEGE

Bachelor of Arts in International Studies

Hartford, CT

May 2013

EXPERIENCE:

ABOVE TREELINE STUDIOS

Oakland, California

Founder (January 2019 – Present)

- Plan, film, edit, and package digital content for small businesses, artists, athletes, and non-profit clients like New City Brewery, TalkWalker, Plasmutando Ando, Willy Workman, the Coalition of Concerned Medical Professionals and Complejo Playa Grande
- Guide clients through full production process, including ideation, budgeting for 5-figure shoots, project management, hiring 5-10 freelancer crews, pre-production, on-site filming with 3-camera shoots, and editing in post-production

MAG

New York, NY

Senior Account Executive (January 2018 – March 2019)

- Allocated and accounted for over \$1MM+ and ensured all projects hit their KPI's by staying 15% under budget for Microsoft's flagship store in New York City
- Collaborated across internal video, social, strategy, and creative teams to develop, respond to, and execute briefs for Microsoft and Men's Wearhouse. Tactics included digital, video, email, out-of-home, social, experiential, and paid media marketing campaigns which included increases in engagement, product sales, organic impressions, and brand awareness
- Hired and directed video production teams to provide event-based video content ranging from 90-second sizzle reels to 5-minute promotions

MOMENTUM WORLDWIDE

New York, NY

Account Executive (May 2016 – December 2017)

- Provided category expertise and leadership in guiding six (6) cross-functional internal teams (digital, video, creative, live events group, strategy, finance, analytics) across the agency to ensure client brand strategy and objectives were met
- Initiated and presented creative briefs to internal video, creative, and strategy teams based on consumer reports, customer trends, business performance, and market analysis
- Oversaw the development of strategic solutions to build brand equity and deliver results for American Express, including: sponsorship activation, measurement and analytics, large event activation, and appropriate video, digital, and social support
- Managed the planning and execution of sports partnership activation portfolio, ensuring that assets are delivered on time and on budget. These included: three (3) tent pole activations with 500+ attendees, marketing and communications strategy, season long experiential elements, charge volume drivers, creative assets and over \$6MM in budgets
- Led business meetings across multiple business sectors within American Express and the four (4) agency team (Wasserman, PMK, Mindshare, Digitas) on a regular basis to provide strategic guidance and ensure all partnership benefits were communicated and executed

LEADERSHIP & ACTIVITIES:

CCMP (Coalition of Concerned Medical Professionals)

Oakland, CA

Volunteer (August 2019 – Present)

- Capture photo and video content for East Bay non-profit helping underserved community members gain access to health care

STOKED

Brooklyn, NY

Volunteer (May 2016 – Present)

- Led inner city youth on surfing and snowboarding trips to support life skills development
- Mentored a high school student in the Bronx, meeting 4 hours per month to prepare for college application

RIGHT TO PLAY

New York, NY

MBA Practicum Consultant (September 2015 – May 2016)

- Developed comprehensive marketing plan to expand foundational donor base, engage professional sport teams and leagues, and expand social impact in New York City market

SKILLS:

- Proficient in Microsoft Office Suite, Premiere Pro, Photoshop, After Effects, Workfront, and Basecamp