

NICK WHIFFEN

Toronto, Ontario

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Digital communications professional specializing in social media strategy, multimedia storytelling, and digital marketing. Experienced in leading multi-platform campaigns and creating clear, engaging, audience-focused content for business and institutional environments.

EDUCATION

Bachelor of Arts, Radio and Television Arts: Media Production

Toronto Metropolitan University, Toronto, ON | Graduated June 2018

- Minors: Film Studies & Marketing
 - TARA Award Recipient - Best First-Year Multi-Camera Production
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EXPERIENCE

Digital Content & Web Specialist

PrimeTime Sports & Entertainment | August 2025 - Present

- Produce video, photography, and digital content to drive brand visibility and audience engagement across social and marketing platforms for Canada's largest Sports Management Conference
- Edit photo and video content for high-performing, platform-optimized distribution
- Collaborate with stakeholders to create engaging, platform-specific content
- Collaborate on the development of a new website, to be launched, contributing to page design, content integration, and user experience enhancements

Social Media Marketing Manager

University of Lethbridge | September 2023 - July 2025

- Led social media and digital communications strategy across multiple departments, increasing audience engagement and strengthening brand presence
- Developed and executed digital marketing campaigns supporting events, campus services, and retail initiatives
- Produced multimedia content, including photography, video, and graphics for social media
- Managed and optimized content across Instagram, TikTok, and web platforms, improving reach and engagement
- Monitored analytics and optimized content to improve engagement and performance
- Collaborated with internal teams to align messaging with institutional communications goals
- Drove measurable increases in audience engagement and reach across social media platforms through data-informed content strategy and optimization

Social Media Coordinator

University of Lethbridge | July 2022 - September 2023

- Managed day-to-day social media communications across multiple departments
- Created digital content, including graphics, short-form video, and photography
- Maintained website content using Drupal CMS
- Supported campaign planning and execution while contributing to audience engagement strategies across platforms
- Coordinated promotion of campus events and initiatives

Photo Processing Technician (Real Estate Photography & 3D Tours)

List Simple | February 2021 - August 2024

- Edited high-volume real estate photography and virtual tours
- Delivered consistent, high-quality visual content under tight deadlines
- Collaborated with remote teams to maintain production standards

Video Editor & Graphic Designer

PrimeTime Sports & Entertainment | September 2011 - June 2022

- Produced promotional video and graphic content for marketing campaigns and large-scale events for Canada's largest Sports Management Conference
- Contributed to social media content and visual assets supporting brand visibility and audience engagement
- Designed social media graphics and conference materials
- Supported brand visibility and audience engagement through digital content

Photo Editor

Edge Imaging | September 2018 - December 2019

- Edited and colour-corrected high-volume portrait photography
- Maintained visual consistency across large production outputs

SKILLS

- Digital Communications Strategy
- Social Media Campaigns
- Content Marketing
- Content Strategy
- Multimedia Storytelling
- Video Production and Editing
- Photography and Retouching
- Graphic Design
- Audience Engagement

TOOLS

- Adobe Creative Suite
- Photoshop, Lightroom, Premiere Pro
- Canva
- CapCut / Short-form Editing Tools
- Meta Business Suite
- TikTok and Instagram Native Tools
- Google Analytics
- Mailchimp
- Drupal

CERTIFICATIONS

Meta Social Media Marketing Professional Certificate

Meta | 2022

Mastering Architecture and Real Estate Photography

Udemy | Professional Development