

Nathan Witt

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PROFESSIONAL SUMMARY

Results-driven marketing and communications professional with experience increasing audience growth, event attendance, engagement, and revenue across higher education, nonprofits, hospitality, and small business. Skilled in content strategy, brand development, digital media, campaign execution, partnership building, and performance analysis. Strong background in leading creative projects from concept to delivery with a focus on measurable outcomes.

CORE SKILLS

Marketing Strategy • Content Creation • Social Media Management • Brand Development • Copywriting • Digital Advertising • Event Marketing • Audience Growth • Analytics & Reporting • Partnership Development • Project Management • Team Leadership

Adobe Photoshop • Premiere Pro • Final Cut Pro • DaVinci Resolve • Meta Ads • Short-Form Video • Social Media Analytics

PROFESSIONAL EXPERIENCE

Marketing Manager

Brick's Bar & Grill — Aug 2025–Present

- Lead marketing, promotions, and brand strategy for a high-volume restaurant and entertainment venue.
- Increased monthly Instagram reach from 120K to 1.2M and grew followers by 38%.
- Helped drive a 10% increase in attendance and an 8% increase in sales through targeted campaigns.
- Manage paid ads, content production, analytics, and community partnerships.

Marketing Assistant

UT Tyler Athletic Department — Sep 2025–Present

- Support game-day promotions, sponsorship activation, social media content, and student outreach efforts.
- Helped plan Patriot Madness, a campus-wide event that drew about 800 students.

- Planned and hosted student tailgates averaging 450 attendees.
- Produce digital content tailored to student and community audiences.

Editor in Chief

Talon Student Media, UT Tyler — Apr 2023–Apr 2025

- Led editorial, marketing, advertising, and content operations for the university’s student media organization.
- Grew staff from 12 to 63, increased monthly web traffic by 104%, and raised Instagram engagement by 167%.
- Secured more than \$20,000 in advertising sales.
- Built partnerships with multiple campus departments and organizations.

Marketing/PR Coordinator

Wood County Walls / Rustic Trails Marketing — Dec 2023–Jan 2026

- Managed digital campaigns and public-facing promotion for a county-wide public art initiative.
- Helped secure more than \$55,000 in grant funding through outreach and partnership development.
- Redesigned promotional materials and supported event coordination and community engagement.

EDUCATION

Master of Business Administration (MBA), In Progress

The University of Texas at Tyler

B.A. in Mass Communication, Public Relations

Minor in Economics

The University of Texas at Tyler — 2025 | GPA: 3.54

LEADERSHIP, CERTIFICATIONS & HONORS

- **Certified Financial Education Instructor (CFEI)**
- Founder & Executive Board Member, **Flint & Steel Coalition**
 - Helped raise \$325,000+ in cash and in-kind support for youth-focused nonprofit initiatives.
- Student Board Vice President, **Texas Intercollegiate Press Association**
- 20+ journalism and media awards, including multiple 1st-place finishes in writing, design, and digital media.