Nicholas Buenavidez

MARKETING, COMMUNICATIONS & CONTENT OPERATIONS

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Portfolio | LinkedIn

WORK EXPERIENCE

LAFB Network **July 2022 - Present**
Sports Writer & Social Media Manager *Los Angeles, CA*

- Plan, design, write, schedule, and publish daily social content across Instagram, TikTok, and X for Rams, Chargers, and NFL coverage.
- Averaged 20M Instagram impressions per month from September-November 2025; created five posts exceeding 1M impressions.
- Use platform analytics and A/B tests of hooks, thumbnails, formats, and posting times to guide content decisions and improve audience engagement.
- Covered three seasons of Rams training camp and conducted 50+ player and media interviews; coordinate guest outreach, scheduling, and preparation with agents and team media.
- Write SEO-focused coverage, features, and analysis, previously producing 8-10 articles per month; adapt podcast interviews into social clips, graphics, and articles.

St. Bede Parish **Oct 2025 - Present**
Communications Coordinator *La Canada Flintridge, CA*

- Manage weekly print and digital communications, including a 12-page bulletin, weekday social content, website updates, email campaigns, event signage, and ministry promotions.
- Design covers, flyers, posters, A-frames, and campaign assets while maintaining a two-week content calendar and coordinating approvals and deadlines with staff and ministry leaders.
- Developed visual identities for the parish's 75th anniversary and Young Adult Ministry, creating consistent branding across print and digital materials.
- Built a donation kiosk website to support parish giving.

Loyola Marymount University **May 2024 - May 2025**
Information Systems & Business Analytics Department Assistant *Los Angeles, CA*

- Researched, wrote, and designed a 100+ slide educational presentation explaining artificial intelligence concepts, tools, and student use cases.
- Produced biweekly myEmma campaigns for about 1,000 recipients, raising open rates from 26% to 34% and click-through rates from 3% to 5%.
- Maintained Excel and Google Sheets dashboards for event attendance, response data, and participant groups while coordinating faculty projects and department events.

Emily Shane Foundation **2024 - 2025**
Public Relations & Event Outreach

- Contacted food truck vendors and local businesses to build partnerships and support nonprofit fundraising events.
- Supported event planning and promotional outreach by organizing partner communications, timelines, and follow-up.

EDUCATION

Loyola Marymount University **May 2025**
Bachelor of Business Administration in Marketing *Los Angeles, CA*

SELECTED PROJECTS

- **AVP Brand Concepts (2024):** Created identity concepts for eight professional volleyball teams, including logos, color palettes, typography, uniforms, social templates, and mockups.
- **NFL Graphic Series (2025-2026):** Designed and published two annual 32-day series covering all 32 NFL teams through player research, statistics, and original visual concepts.

TECHNICAL SKILLS

Social & Publishing: Meta Business Suite, YouTube Studio, Instagram, TikTok, X, Facebook, WordPress/CMS, content calendars
Design: Adobe Photoshop, Illustrator, InDesign; Canva; Figma; Procreate
Analytics & Operations: Excel, Google Sheets, Google Analytics, platform insights, A/B testing, PowerPoint, myEmma, Mailchimp, Constant Contact
Web: GitHub, Cloudflare