

Nathaniel Walker

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SUMMARY

College senior specializing in digital marketing, content strategy, and performance analytics. Built an AI-powered tool at Intuit Credit Karma that cut review time by ~90% and drove a launch campaign with an 11.89% CTR for a robotics facility.

Skills: Campaign Planning/Execution, Content Strategy, Social Media Strategy, Analytics and Insights, Project Management

Tools: Adobe Creative Suite, Google Analytics 4 (GA4), Meta Ads Manager, Semrush, Microsoft Excel and PowerPoint

EDUCATION

University of Maine

Bachelor of Arts, New Media

Minors: Marketing, Film and Video

Orono, ME

May 2027 (Anticipated)

Google Ads Search Certification (Google Skillshop)

Jan 2026

Ecommerce Marketing Certification (Global Career Accelerator)

July 2025

EXPERIENCE

Intuit Credit Karma

Social Strategy Intern

Charlotte, NC

May - July 2026

- Built an AI-powered comment classification tool spanning sentiment analysis, response drafting, and escalation, cutting review time from 1-2 hours to under 10 minutes.
- Produced a weekly community intelligence report synthesizing sentiment, share of voice, and trends across TikTok, Instagram, and Reddit, directly informing FY27 content strategy.
- Documented both projects with operator runbooks to support team handoff and continuity.
- Co-created and produced an office tour video for Intuit's official social channels.

The Advanced Manufacturing Center, University of Maine

Marketing and Communications Assistant

Orono, ME

May 2025 - May 2026

- Drove marketing for a \$4.5M grant-funded collaborative robotics facility, producing 60+ campaign, event, and program assets across social, web, and print.
- Delivered 11.89% CTR and 15.01% engagement rate on an organic LinkedIn awareness campaign, growing the page from 0 to 185 followers during the July 1 to August 18 ribbon-cutting push.
- Developed the go-to-market plan for launch, defining target audiences, core messaging, and content pillars.
- Designed WordPress site and automated form intake, improving brand alignment and workflow efficiency.

NMWCreative

Multimedia Designer

Rye, NY

Aug 2020 - Present

- Grew TikTok channels Wokelost and Giggityhyper to 1M+ views, 145K likes, and 6.7K followers by pairing trend-driven edits with performance-based iteration.
- Built a reusable editing system across Premiere Pro and After Effects with 200+ overlays and 100+ presets, improving production efficiency and standardizing quality.

Client Projects

- Designed a logo and export-ready brand assets for Culloden Consulting LLC.
- Produced a Soul Ryeders 5K fundraising event video from capture through final export.
- Produced a PetRescue fundraising video supporting a live event.

PROJECTS

Marketing Principles Simternship, Stukent

Marketing Simulation Project

Orono, ME

Sep - Dec 2025

- Ranked #1 of 62 students, generating \$211,400 in revenue via disciplined pricing and channel spend
- Scaled sales to 1,909 units by managing pricing levers to optimize margins and market demand.