

Nicolas Wiles

Athens, GA 30605 • nicolaswiles@gmail.com • linkedin.com/in/nicolaswiles • (424) 353-7816 • nicolaswiles.com

EDUCATION

University of Georgia, Morehead Honors College

Graduation: May 2027

B.B.A. Marketing; A.B. Advertising

GPA: 3.98/4.00

WORK EXPERIENCE

Casting Associate (Promoted from Casting Assistant in 2022)

January 2020-Present

Crucial Casting, Atlanta, GA/ Los Angeles, CA

- Executed digital outreach through social media marketing for brands such as Nick, Tide, NFL, and AT&T.
- Screened 2,500+ talent auditions and presented selects to the casting director for review.
- Performed criminal background checks and social media screenings for 500+ talent within tight deadlines.

Production Assistant (Freelance)

January 2018-Present

T-Pain, HBO, FX, Postmates, The Dudesons, Atlanta, GA/ Los Angeles, CA

- Proactively solved problems in a fast-paced environment, quickly adapting to changing circumstances.
- Supported the camera, lighting, talent, and audio teams, maintaining efficiency during filming.

Wedding and Event DJ

April 2024-Present

Athens DJ Service, Athens, GA

- Engaged guests by mixing tailored music, adapting to real-time audiences, and MCing.
- Provided professional consultations with couples to coordinate customized music and special moments.

Sports Marketing Intern

August 2022-May 2023

Lassiter High School: Football, Basketball, & Soccer Programs, Marietta, GA

Social Media Marketing

- Designed 50+ game day and final score posts incorporating weekly themed logo variations I designed.
- Managed content, schedules, and video content for 6,500+ followers on Instagram and Twitter.

Fan Engagement Events

- Coordinated, planned, and executed fan engagement events raising over \$3,000 for breast cancer.
- Increased ticket sales and awareness for Lassiter High School sports teams.

PROJECTS

Digital Marketing Competition, University of Georgia, Athens, GA

Spring 2025

- Developed and pitched a strategic campaign for Porsche North America.
- Placed Top 8 of 40 teams, presenting in front of Porsche executives at the Atlanta Northeast location.

Up & Up Festival, Athens, GA

Spring 2025

- Promoted Up & Up through campus events and brand partnerships with Monster Energy and Numbskull to drive student engagement while boosting brand visibility.

Discover Abroad – Int'l Business & Sustainability, Australia, New Zealand, Fiji

Summer 2024

AdPR Japan Study Abroad, Social Media Ambassador

Summer 2025

Lassiter Investment Club, Marietta, GA

August 2021-May 2023

- Founded the club, growing it from 2 to 50+ members in the first year.

DECA, Marietta, GA

August 2021-May 2023

- Qualified 2x for International Competition (ICDC) in the Sports and Entertainment Marketing sector.

ORGANIZATIONS

• **Ad Club**, Co-President, University of Georgia, Athens, GA

August 2024-Present

• **International Business Society**, University of Georgia, Athens, GA

January 2025-Present

• **Spoon University**, University of Georgia, Athens

August 2024-Present

SKILLS AND INTERESTS

Technical: Excel, Canva, Adobe Photoshop, Adobe Premier, Breakdown Services, Google Forms

Essential: Public Speaking, Leadership, Copywriting, Graphic Design, Conflict Resolution, Tables

Interests: Basketball, Salsa, Travel, Cooking, Hats, Public Transportation, Brain Games, Geography, Fitness