

Nicolas Wiles

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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 present 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, 1-800D82Nite, 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.
- Promoted to Key Set PA on a movie shoot for outstanding communication and organization skills.

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 and produce special moments.

Sports Marketing Intern

August 2022-May 2023

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

- Designed logo variations, game day, final score posts, schedules, and video content for 6,500+ followers.
- Coordinated, planned, and executed fan engagement events, including raising over \$3,000 for breast cancer.

PROJECTS

AdPR Japan Study Abroad, Social Media Ambassador, Kyoto, Tokyo, Japan

Summer 2025

Phenix English School, Assistant Teacher Intern, Koriyama, Japan

Summer 2025

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.

Up & Up Festival, Athens, GA

Spring 2025

- Drove student engagement and boosted brand visibility through campus events and brand partnerships.

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

Summer 2024

Lassiter Investment Club, Founder & President, Marietta, GA

August 2021-May 2023

DECA, Marietta, GA

August 2021-May 2023

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

ORGANIZATIONS

AdClub, President, University of Georgia

August 2025-Present

- Developed workshops, collaborated with other student organizations, and performed outreach to agencies and industry leaders to facilitate growth and career readiness for 200+ members.

Talking Dog, Franklin Force, Production Manager, University of Georgia

September 2025-Present

- Created video content, editorial calendars, and mock designs for student submitted posts.
- Developed photography skills by taking professional headshots and capturing moments during agency meetings.

International Business Society, Committee Member, University of Georgia

August 2024-Present

Spoon University, Copywriter, University of Georgia

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, Gyros, Hats, Public Transportation, Brain Games, Geography, Outkast, Al Pastor