

Nicholas Lazaro

Marketing & Communications Specialist

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Professional Summary

Dynamic professional with expertise in project coordination, marketing, and brand management. Skilled in content creation, digital marketing, and fostering cross-functional collaboration. Proven track record of driving engagement, managing campaigns, and ensuring compliance in project workflows

Key Skills & Tools

Programs: Adobe Creative Suite (Premiere Pro, InDesign, Photoshop, Illustrator), WordPress, Canva, Salesforce, Asana, Constant Contact, Google Analytics, Campaign Monitor, BaseCamp, Slack, SalesForce, WordPress, Microsoft Office (Excel, Teams, Sharepoint, Outlook), Google Analytics, Social Media Platforms (Instagram, X, Facebook, Tiktok, LinkedIn) HootSuite, Happenly

Work Experience

Mobile Health B2B

Marketing/Project Coordinator

Remote, NY Based

June 2024-Present

- Managed and updated content calendars, ensuring timely execution of marketing initiatives and product launches.
- Assisted in the development of promotional materials and sales collateral in collaboration with creative teams.
- Tracked and analyzed performance metrics for campaigns using tools like Google Analytics, producing monthly reports to optimize future strategies
- Planned and coordinated corporate and community events, managing guest lists of 100+ attendees, tracking RSVPs, and ensuring seamless communication with participants and vendors.
- Designed digital and print collateral including flyers, social graphics, and presentations, ensuring consistency with brand guidelines.

Regeneron (Contracted)

Project Coordinator

Renssalaer, NY

June 2023- June 2024

- Instilled SCC procedures from project initiation through closeout to ensure consistency and compliance
- Tracked and reported SCC metrics to monitor progress, performance, and outcomes
- Worked cross-functionally with internal teams and external stakeholders to align timelines, resources, and deliverables
- Coordinated project schedules, documentation, and communication to support on-time and successful execution.

Plug Power B2B

Marketing & Communications Assistant Coordinator

Latham, NY

October 2021 - June 2023

- Collaborated with the web team to maintain SEO best practices and ensure website accuracy and optimization.
- Monitored LinkedIn and Google Analytics metrics to refine digital strategy and increase engagement.
- Led and authored email marketing campaigns, optimizing messaging for audience engagement and conversion.
- Created promotional materials and authored blog posts, contributing to increased thought leadership and brand awareness.

Plug Power

Marketing Intern

Latham, NY

September 2020- October 2021

- Directly supported the Director with administrative tasks and schedule coordination.
- Developed PowerPoint presentations for stakeholder meetings to ensure clear, compelling communication.
- Led and authored email marketing campaigns, optimizing messaging for audience engagement and conversion.

