

Roman Micucci

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[Portfolio](#) | [LinkedIn](#)

EDUCATION

Bachelor of Arts in Journalism and Mass Communication

Walter Cronkite School of Journalism and Mass Communication

Arizona State University, Phoenix, AZ — May 2022

GPA: 3.66 | **Minor:** Innovation in Society

- Dean's List: Fall 2018, Fall 2021, Spring 2022
 - Marketing Certificate, ASU Global Tech Experience — May 2022
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SKILLS

Software Proficiency

- **Adobe Suite:** Premiere, After Effects, Photoshop, Acrobat, Audition, Illustrator, InDesign
- **Microsoft Office:** Word, Excel, PowerPoint
- **Google Suite:** Docs, Sheets, Slides, Forms, Trends, Ads, Optimize
- **Other:** Unity, ArcGIS, Shopify, Facebook Ads, Asana, Slack, Trello

Core Competencies

- Digital Content Creation | Video Production | Copywriting
 - Marketing Strategy | Social Media Management | Market Research
 - Data Analysis | Reporting | Problem-Solving
 - Public Speaking | Teleprompter Operations | Customer Engagement
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PROFESSIONAL EXPERIENCE

Marketing Coordinator

North American Lubricants — Scottsdale, AZ

September 2022 – June 2024

- Coordinated the production of branded materials (stationery, merchandise) and promotional content for trade shows and events, increasing brand visibility.
- Managed and optimized marketing projects, collaborating with design agencies and sales teams to deliver content, flyers, and brochures that supported product launches and sales initiatives.

- Analyzed market trends and sales data to produce actionable reports, improving team decision-making and strategy execution.
- Researched competitor products, gathering insights that informed pricing and promotional strategies, contributing to a rise in market share.
- Streamlined cross-functional communication by organizing project schedules, event planning, and vendor coordination for industry events.

Content Creator

New Media Innovation and Entrepreneurship Lab — Phoenix, AZ

August 2021 – May 2022

- Created 3D historical renderings and interactive media using Unity, enhancing storytelling projects focused on Phoenix's Maryvale district.
- Conducted comprehensive research and interviews, transforming archival content into new media formats, which improved public engagement in historical education.
- Collaborated with a research team that produced immersive media projects, increasing viewer interaction with the content.

Video Production & Content Marketing

Ability360 — Phoenix, AZ

August 2020 – August 2022

- Filmed and edited promotional video content for the Ability360 Sports & Fitness complex, driving increased engagement across social media platforms.
- Managed digital content for the organization's website, magazine, and social media accounts, ensuring consistent brand messaging across platforms.
- Assisted in the coordination and coverage of events, boosting community engagement and visibility for Ability360's initiatives.

RELEVANT COURSES

- **FIS432:** Problem Solving and Strategic Thinking
- **SAO294:** Intro to E-Commerce Marketing with Shopify
- **SAO394:** Customer Acquisition with Google & Instagram