

NICHOLAS MERZ

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PRODUCT DESIGNER / ECOMMERCE / VIDEO EDITOR

10+ years experience with creating consumer-facing products. Working knowledge of manufacturing, plastic and other material sciences, sculpting, marketing and the Adobe suite. Edited product copy and video media for Walmart, Amazon, eBay, Sears, Kickstarter and Youtube. Experience using Google analytics to increase traffic and drive decisions. Ensuring optimal presentation of product with image editing and layout. Extensive knowledge of SEO to ensure title is optimized. Ability to both think strategically for long-term vision, as well as operate in the details of short-term projects, with a natural curiosity and growth mindset. Self-starter and track record of delivering results with excellent organization and prioritization skills.

KEY SKILLS

Photoshop | Illustrator | Final Cut Pro | Microsoft Excel | Microsoft Word | Pantone

EXPERIENCE

ONELL DESIGN | Chatham, NJ

2011 – Present

Product Designer, Photographer, Social Media Marketer, Video editor

Created and maintained product listings of Outlander toy figures.

- Worked with and alongside designers at Glyos.com, Four Horsemen Studios and Cappyspace.com to create and produce action figures.
- Responsibilities included: sculpting and designing action figures from sketch to full production, choosing Pantone colors, communicating directly with production manager in China and reviewing / approving production samples as well as inventory management.
- Full comprehensive understanding of collectible material sciences, toy articulation, plastic duro meters and types of production.
- Creating and maintaining e-commerce listings and merchant websites, shooting digital photography, photo editing and marketing / promotion. Expert in adobe suite, Illustrator and Photoshop for 15+ years.

VALOR GROUP | Somerset, NJ

2019 – 2020

E-commerce Product Manager

Created and maintained product listings on web platforms such as Walmart, Amazon, eBay, Sears.

- Manage 17,000 individual active products
- Edit product copy, video and photography, as well as create vector graphics for catalogs

JOHNSON SMITH CO | Bradenton, FL

2017 – 2018

E-commerce Product Manager

Created and maintained product listings on web platforms such as Walmart, Amazon, eBay, and Sears.

- Edit product copy and photography, as well as create vector graphics for catalogs
- Manage social media pages on Facebook, Instagram, and Pinterest

MILLENIUM COMMUNICATIONS | Babylon, NY

2009 – 2010

Visual Communications Designer, Marketing and Branding

Created interactive media with Adobe Flash, website layouts, and icons for clients like Ronzoni, Chase Bank, and Heckscher Museum of Art.

EDUCATION

BA, Visual Communications, SUNY Farmingdale