

# Nicholas Masalleras

336-661-5640 | nmasalle@highpoint.edu | www.nicholas.media | <https://www.linkedin.com/in/nicholasmasalleras/>

## EDUCATION

---

### High Point University

High Point, NC

### B.A., Media Production and Entrepreneurship

December 2022

- Communication Fellow | Presidential Scholar | 4x Dean's List | Alpha Lambda Delta Honor Society | Lambda Pi Eta Communication Honor Society | Nido R. Qubein School of Communication Advisory Board Member | GPA: 3.93

## WORK EXPERIENCE

---

### Owner

January 2018 – Present

nicholas.media

Winston-Salem, NC

- Provide media production services and technical support to clients to enhance company brand and market products.
- Produce and edit online advertisement, social media and internal videos and photographs.
- Manage multiple social media pages on Facebook and Instagram for business clients by creating posts, engaging with followers and managing direct messages.
- Create, publish and lead wide reaching social media advertisements for business clients.
- Licensed FAA Part 107 Commercial Drone Pilot (experienced operating DJI Inspire 2 & DJI Mavic Air 2).

### Digital Media Production Intern

April – August 2020

River Oaks Community Church

Clemmons, NC

- Created and produced multiple livestreams throughout the week, reaching over 1,000 households worldwide.
- Assisted in audio/video/lighting design and implementation; produced various video projects as assigned.
- Collaborated with team members to design and improve service flow, transitions, and creative components.
- Managed video engineering streaming systems (YouTube, Facebook Live) and data management.
- Trained volunteers in new workflows.

### Lead Production Producer, ROCC Youth

October 2015 – January 2019

River Oaks Community Church (ROCC)

Clemmons, NC

- Led 20+ volunteers by creating schedules, assigning job duties, and directing services.
- Trained volunteers in state-of-the-art production equipment.
- Created and implemented new technology and workflows based on changing production needs.
- Assisted in creative design of stage sets, visual backgrounds, and stage lighting effects on a weekly basis.
- Increased knowledge of managing production environments and people.

## HIGH POINT UNIVERSITY CAMPUS INVOLVEMENT

---

### Chair of Media Production

October 2019 – Present

Nido R. Qubein School of Communication, Communication Fellows Student Advisory Board

High Point, NC

- Work with faculty and students to plan and coordinate activities for HPU Communication Fellows.
- Created various video productions with staff, faculty, and students to highlight the program.
- Consult with Communication Fellows on their production projects and assist with logistics.

### Studio Manager

August 2021 – Present

Nido R. Qubein School of Communication (NQSC), High Point University

High Point, NC

- Oversee and manage the studio facilities and equipment to ensure high broadcast quality.
- Diagnose, repair, and configure broadcast systems as needed.
- Liaison with faculty & students on Q News, NQSC's Newscast, on ingesting weekly news packages and equipment.

### Executive Council Treasurer

November 2020 – Present

HPU Vision

High Point, NC

- Collectively oversee all student-run broadcasts at High Point University.
- Lead broadcasts and share technical knowledge in HPU's studio as a Student Producer.
- Oversee all funding, budgeting, and finance accounts and ensure club productions have resources needed to operate.

## SKILLS

---

- Leadership, Collaborative, Creative, Organized, Motivated, Problem Solver, Resourceful, Flexible, Mentor, Detailed.
- Adobe Creative Products (Photoshop, Lightroom, Premiere Pro, After Effects, InDesign), Microsoft Office, Final Cut Pro X, Final Draft, Gorilla Scheduling & Budgeting, Xpression, Social Media Marketing, Video Production, Directing, Producing, Cinematography, Scriptwriting, Video Editing, Technical Support, Video Engineering, Sound Engineering.