

Nick Calvo

Power Platform Consultant & Digital Media Innovation

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Executive Profile

I am a recent university graduate adept at developing and implementing innovative strategies to elevate brand awareness and drive user engagement. My ability lies in creating immersive web experiences centered around user needs, leveraging the Microsoft Power Platform to streamline operations, and enhancing brand narratives through captivating visuals.

Skills & Abilities

Microsoft Power Platform:

- Experienced in using Power Apps, Power Automate, and Power BI to create custom business solutions and automate workflows, enhancing operational efficiency.

Graphic Design:

- Proficient in Adobe Creative Suite, including Photoshop, Illustrator, Figma, and Canva, with a keen eye for visual aesthetics and brand consistency.

Digital Marketing:

- Skilled in developing and executing comprehensive digital marketing strategies, encompassing social media management, email marketing, SEO, to drive brand awareness and engagement.

Web Development:

- Knowledgeable in HTML, CSS, and JavaScript, with experience in building responsive and user-friendly websites and web applications using modern frameworks such as Bootstrap.

Data Analytics:

- Proficient in data analysis tools such as Microsoft Excel with the ability to interpret complex data sets, identify trends, and generate actionable insights to inform decision-making.

UI/Front-end Design:

- Experienced in creating intuitive and visually appealing user interfaces (UI) and front-end designs, with a focus on usability and accessibility standards, to enhance the overall user experience.

Experience

Digital Freelancer

Self-employed, January 2024 – Present

- Independently conceptualized and executed digital media projects for various clients, ranging from graphic design and web development to digital marketing campaigns.
- Spearheaded the conception and execution of comprehensive digital media campaigns, including social media management, email marketing, and content creation, to enhance brand visibility and engagement for diverse clients.
- Crafted visually stunning assets using Adobe Suite and innovative digital tools, ensuring alignment with client visions and brand identities, while elevating brand recognition and market appeal.

Website Designer

AMO Golf LLC, Jan 2025 – Jan 2025

- Redesign the company website within WordPress, tailoring the design into company guidelines and requests. Reconfigured site plugins such as Donations, Events and Bookings, along with admin and user confirmations. Optimized site performance and media.

Digital Media Manager

Space City Detailing, May 2024 – June 2024

- Solely directed all digital media efforts for a one-person mobile auto detailing company, overseeing marketing strategies across social media, email, and website channels.
- Managed the complete digital presence of the company, including content creation and engagement ensuring consistent brand messaging and maximum online visibility during the holiday season.

Education

Texas State University, 2019 - 2023

Bachelor of Science in Digital Media Innovation

- Completed coursework in digital media theory and practice, including web development, social media management, digital innovation, and data journalism.
- Participated in firsthand projects and experiential learning opportunities to gain practical skills in graphic design, multimedia production, and user interface design.
- Developed a comprehensive understanding of digital storytelling techniques and immersive media technologies.
- Engaged in collaborative projects with industry partners to solve real-world challenges and gain valuable experience working in multidisciplinary teams.

Lone Star Cy-Fair College, 2015 – 2018

Associate of Arts

Certifications

Microsoft Power Platform Fundamentals - April 2022

- Comprehensive understanding of Microsoft Power Platform components, including Power Apps, Power Automate, and Power BI, enabling streamlined process automation and data visualization.

Microsoft Power App Maker Associate - November 2022

- Competence in building custom business applications using Microsoft Power Apps, including designing user interfaces, integrating data sources, and automating workflows, enhancing operational efficiency and productivity.

Microsoft Power Platform Functional Consultant Associate - May 2023

- Specialized knowledge in configuring and customizing Microsoft Power Platform solutions to meet business requirements, with ability in solution architecture and implementation best practices.

Microsoft Data Analyst Associate - August 2023

- Ability in analyzing and visualizing data using Microsoft Excel and Power BI, along with skills in data modeling and SQL querying techniques, facilitating informed decision-making and data-driven insights.

Microsoft Dynamics 365 Fundamentals (ERP) - November 2024

- Proficiency in leveraging Dynamics 365 Finance and Supply Chain Management to streamline financial processes, optimize business operations, unify workflows, and integrate with the broader Microsoft ecosystem.