

Gage Boardman

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Education

University of Nebraska-Lincoln, Lincoln, NE
Bachelor of Arts, Theatre, May 2024

Relevant Experience

EducationQuest Foundation, Lincoln, NE

Content Creation Specialist, May 2024 - Present

- Serve as both content producer and on-camera host, creating student-friendly videos that simplify the FAFSA and college planning across YouTube, Instagram, Facebook, and X
- Led strategy, design, production, and reporting for multiple campaigns
- Played a key role in the statewide #DoTheFAFSA campaign, contributing to integrated marketing efforts spanning radio, TV, billboards, and digital channels
- Comfortable collaborating with guests and students on camera to build authentic, relatable narratives that resonate with a younger student audience
- Produce and edit multimedia assets (video, photo, graphics) using Premiere Pro, Lightroom, Photoshop, and Canva while ensuring brand and licensing compliance
- Manage editorial workflows and campaign timelines in Asana; scheduled content and managed channels using Sprout

University of Nebraska-Lincoln Career Services, Lincoln, NE

Social Media, Marketing, & Communications Intern, May 2023 - May 2024

- Curated content geared towards career development resources and information for college students across numerous social channels, including Facebook, Instagram, Twitter, YouTube, and TikTok. Growing Career Services' average monthly follower gain by 67%
- Defined social campaign objectives and analyzed individual post insights for each social channel to measure success, optimize keywords, and report on wins or failures
- Composed effective copy that, while still being informative, kept a trendy style to relate with the college audience
- Authored blogs, articles, guides, and other communication pieces on student successes and career advice topics to boost awareness and utilization of the Career Services office
- Produced high-quality photos, graphics, and captivating videos of career events, students, and more to increase our engagement. Later edited those materials with Final Cut Pro, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, and Canva within brand guidelines and commercial usage/licensing requirements
- Strategized campaigns and blocked out content through the use of AirTable

Theatrix, Lincoln, NE

Managing / Social Media Director, May 2021 - May 2022

- Promoted shows, productions, and ticket deals through high-quality photo and video content
- Spearheaded campaigns and collaborations with directors and cast members, resulting in heightened visibility on campus and sold-out performances

Palace Interactive, Inc., Remote

Director of Community Engagement & Marketing, June 2020 - July 2021

- Oversaw the entire events, social media, and community departments, managing around 20 people including event planners and event managers, copywriters and video producers, and more
- Networked with influencers and content creators to aid in growing our community outreach
- Resolved internal communication issues between the marketing departments and instituted new content scheduling organization systems, such as the use of HootSuite, to prevent future issues

Community Manager, August 2018 - July 2020

- Led the overall voice, design, and messaging of the Palace Interactive brand and its community
- Guided a small team of event planners and social media associates to market new promotions
- Produced large events monthly and smaller events bi-weekly to keep the community engaged and informed, from small games to live-streamed parties
- Authored a monthly multi-section newsletter that publicized all community news, hot topics, interviews, events, and more

Social Media Coordinator, April 2015 - August 2018

- Collaborated with a team of social media associates daily to plan content strategies
- Marketed events & promotions to an online gaming community of around 5,000 people
- Launched and grew several new social media channels for the Palace Interactive brand

Honors & Recognition

Into the Unknown: Making Frozen II, Disney + 2020, TikTok Featured in Documentary