

TAMAJ AMIR NICHOLSON

Digital Communications & Public Affairs Manager
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PROFILE

Digital Communications Manager with over six years of experience in online content creation, community building, and three years shaping public-sector communications for New Jersey's largest municipalities. As Social Media Manager for the City of Newark, I scaled Instagram from 30,000 and Facebook from 51K to over 60,000 followers, each, averaging 100,000 impressions per post. I led the complete redesign of Newark's official website — migrating 300+ pages across six departments and launching a modern digital hub. When crises hit, I built the city's rapid-response playbook from scratch, deploying emergency messaging within minutes to keep 300,000+ residents informed and safe.

My approach blends data-driven strategy with creative production. Before government, I built a foundation in visual storytelling and digital content production across luxury retail, music marketing, and e-commerce brands, developing platform-specific creative strategies for audience growth and engagement. I'm passionate about leveraging AI, machine learning, and emerging technologies to drive digital innovation in the public and social impact space. Currently building projects at the intersection of communications and technology.

PROFESSIONAL EXPERIENCE

City of Newark, Mayor's Office of Communications

Newark, NJ

Social Media Manager

July 2022 – September 2025

- Managed the official social media presence for one of New Jersey's largest municipalities, helping establish a more consistent and engaging digital voice across city departments.
- Scaled audience & engagement: Architected a unified social strategy across Instagram, Facebook, X, and TikTok. I grew Instagram 30k→60k and Facebook 51k→61k, and generated posts averaging 100K impressions and hundreds of engagements, with high-performing campaigns reaching significantly larger audiences.
- Led cross-functional comms team: Managed a 2-person team covering social, press, and digital news. Established content calendars, brand voice standards, and analytics reporting that informed executive decision-making
- Modernized the city's digital infrastructure: Spearheaded the official Newark website redesign — led content migration of 300+ pages across 6 departments and launched the new site in 2024, drastically improving resident access to municipal services.
- Orchestrated high-impact civic campaigns: Owned digital storytelling for "The Path Home" — the Mayor's flagship homelessness strategy — driving citywide awareness, increasing service enrollment, and amplifying real-world housing placements through targeted content.
- Drafted and deployed public safety alerts, weather emergencies, and sensitive community updates within 30 minutes, coordinating with the Mayor's office, police, and fire departments to ensure unified, accurate messaging for 300k+ residents.
- Managed crisis communications and rapid response: Drafted and pushed real-time statements for public safety alerts, weather emergencies, and sensitive community incidents. Coordinated messaging with the Mayor's office, police, and department heads to keep residents informed and prevent misinformation.

Dept. of Recreation, Cultural Affairs & Senior Services (Rec)

Newark Office of Film and Television (NOFTV)

Newark, NJ

Digital Media Manager (Concurrent)

September 2025 - December 2025

- Managed digital communications for two city departments simultaneously.
- **Rec:** Drove digital promotion for 30+ annual programs, including festivals, popups, shows and concerts, and senior registrations. Boosted summer concert series attendance to 1,000+ and filled senior program capacity to 100% through targeted social campaigns.
- **NOFTV:** Launched and managed the office's social channels from the ground up, spotlighting local productions and film-permit opportunities. Elevated Newark's profile as a production destination, supporting outreach that increased permit inquiries and local industry visibility.

PREVIOUS DIGITAL PRODUCTION EXPERIENCE

Luxcom Jewelry

Lead Photographer & Content Producer

New York, NY

June 2021 - July 2022

Sloppy Vinyl Music Group

Photographer & Social Media Assistant

Clifton, NJ

June 2020 – November 2021

TheRealReal

Photographer

WoodBridge, NJ

June 2020 – November 2021

- Produced high-impact photography for luxury jewelry collections, music merchandise and events, creating scalable visual assets for e-commerce, social media, and ensuring visual consistency across digital platforms.
- Collaborated on localized social campaigns, integrating SEO-driven captions and platform-specific formatting to boost engagement and grow follower retention.

EDUCATION

Rutgers University - School of Arts and Sciences

Undergraduate Studies in Political Science & Africana Studies

New Brunswick, NJ

2016 - 2020

Core Skills

Core Competencies: Digital Communications • Public Affairs • Executive Communications • Crisis Communications • Community Engagement • Content Strategy • Website Strategy • Social Media Strategy • Brand Development • Campaign Management • Public Information • Analytics & Performance Reporting • Cross-Functional Leadership

Social & Strategy: Campaign Strategy • Crisis Communication • Community Management • SEO • Copywriting • Analytics (Meta/Google) • Platform Algorithms • A/B Testing • Influencer Partnerships • Trend Forecasting

Production & Visual: Photography (DSLR/Lighting) • Video Editing (Premiere Pro, Final Cut) • Motion Graphics (After Effects) • Scriptwriting • Storyboarding • Broadcast Production • Live-Stream Coordination

Platforms: Instagram, Facebook, X/Twitter, TikTok, LinkedIn, YouTube, Pinterest, Canva, Meta Business Suite, Hootsuite, Sprout, CapCut, Adobe Suite

Languages: English (Native), German (Intermediate Reading)