

Nicole Tsarouhas

856-701-9808 // tsarouhas.nicole@gmail.com
www.nicoletsarouhas.com/public-affairs

WORK EXPERIENCE

THE CONSULATE GENERAL OF SWEDEN IN NEW YORK (New York, NY)

Head of Communications and Sustainability, Aug. 2024 – present

- Direct the Consulate General's traditional media strategy and digital communications (@swedennewyork)
- Plan and implement externally-facing seminars, workshops, dinners, and receptions highlighting Sweden's environmental and social sustainability leadership
- Manage and produce cultural programming for public affairs, including Pride and Midsummer celebrations
- Organize program elements for incoming delegations and high-level visits, including the Royal Family
- Strengthen relationships with Swedish, American, and international actors in the public and private sectors
- Portfolio expertise: antitrafficking, youth rights, LGBTQIA+ rights, disability rights, the Green Transition

THE BRITISH CONSULATE GENERAL OF NEW YORK (New York, NY)

Digital Communications Lead, Apr. 2022 – Jul. 2024

- Manage and create visual and written content for BCG NY's social media presence (@UKinNewYork)
- Proactively compose communications plans and strategies; evaluate local campaign performances
- Collaborate with the British Embassy in DC on executing global initiatives and campaigns
- Compose briefings and script pieces to camera for diplomats' media engagements and public appearances
- Design official government invitations and informational graphics in Canva and Adobe Illustrator

SOFT BRAIN THEATRE COMPANY (New York, NY)

Co-founding Artistic Director, Oct. 2021 - present

- Independently produce Off-Broadway Commedia dell'Arte-based musical theatre
- Project-manage company operations including space rental, production timelines, website upkeep, budgets
- Theatrical education and course facilitation, including guest workshops for the Classic Stage Company
- Creative direction of all theatrical productions and community engagement events
- Compose and distribute all press material and paid advertising content of the company

POP ON VENEERS (New York, NY)

Associate Creative Director of Digital Media, Aug. 2021 – January 2023

- Execute pre- and post-production of digital advertisements for all social media and streaming TV
- Design dynamic motion graphics and edit video assets in Adobe Premiere Pro
- Direct photography and videography of products and procedures
- Color-correct and edit photos in Lightroom and Photoshop
- Collaborate with partners on pitching and scheduling social media and ad content

NAOMI BAILIS STUDIOS (Remote)

Social Media Manager, Nov. 2021 – June 2022

- Copywrite and content-create for social media presence across all major platforms
- Design and supervise paid advertisement campaigns via Meta Business Suite
- Manage social media calendar and pitch external collaborations

EDUCATION

NEW YORK UNIVERSITY, New York, NY

BFA Drama (with honors). Concentration Musical Theatre; minor in Spanish. May 2020

MOORESTOWN HIGH SCHOOL, Moorestown, NJ

High school diploma, highest honors. June 2016

ADDITIONAL SKILLS

- Adobe Creative Suite (Premiere, Illustrator, Lightroom, Photoshop), Davinci Resolve, Ableton, Canva
- Fluent in Spanish; beginner/intermediate Greek; basic Swedish