

NICHOLAS TORCHIO

CONTACT

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Creative video editor and digital media professional with experience producing high-volume, audience-driven content for a major global sports entertainment brand. Skilled at transforming live events, talent-driven content, and raw footage into compelling short-form videos optimized for social platforms. Proven ability to create viral content formats and leverage audience insights to drive significant growth in views, engagement, followers, and monetization. Thrives in fast-paced environments where creativity, speed, and performance-driven decision-making are essential.

SKILLS

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- MULTI-CAMERA PRODUCTION
 - CREATIVE TEAMWORK
 - CONTENT PRODUCTION
 - ADOBE CREATIVE CLOUD
 - DIGITAL ASSET MANAGEMENT
 - AUDIENCE ENGAGEMENT
 - DIGITAL ASSET ORGANIZATION
 - PROJECT ORGANIZATION
 - DEADLINE ADHERENCE
 - CREATIVE COLLABORATION
 - ADAPTIVE LEARNING

WORK HISTORY

SOCIAL MEDIA MANAGER

ALL ELITE WRESTLING | JACKSONVILLE, FL

JAN 2025 - SEP 2026

- **Scaled AEW's Facebook audience from 2.8M to 10M+ followers in 12 months**, making audience growth one of the organization's strongest digital success stories.
- **Sustained 1B+ monthly views across Meta platforms for 12 consecutive months**, leveraging data-driven content strategy, platform optimization, and real-time publishing around live programming.
- **Doubled social followers, engagement, and monetization in 2025**, delivering exceptional year-over-year growth across AEW's social ecosystem.
- **Led social strategy across Facebook, Instagram, and Snapchat**, balancing long-term audience development with real-time coverage of live television, breaking news, talent, and promotional initiatives.
- **Developed viral, repeatable content franchises that became weekly staples following AEW broadcasts**, creating scalable formats capable of consistently generating high-volume reach and engagement.
- **Partnered directly with talent and cross-functional teams** to create social-first content and campaigns aligned with programming, marketing, and brand objectives.
- **Achieved this scale with a 2-3 person social team**, maximizing output and performance through efficient workflows, analytics, and content prioritization while providing **24/7 on-call support** for a global entertainment brand.

EDUCATION

DEC 2022

BACHELOR OF ARTS IN ANTHROPOLOGY

DIGITAL
ANTHROPOLOGY | UNIVERSITY
OF NORTH
CAROLINA | WILMINGTON, NC

DEC 2022

BACHELOR OF ARTS IN DIGITAL ARTS

INTERACTIVE
GRAPHICS | UNIVERSITY OF
NORTH
CAROLINA | WILMINGTON, NC

DEC 2019

CERTIFICATION IN MASSAGE AND BODYWORK THERAPY

COLLEGE OF
WILMINGTON | WILMINGTON, NC

MAY 2019

ASSOCIATE OF ARTS

CAPE FEAR COMMUNITY
COLLEGE | WILMINGTON, NC

AFFILIATIONS

Lambda Alpha National Collegiate
Honors Society for Anthropology -
UNCW Chapter

Upsilon Pi Epsilon - International
Honor Society for Computing and
Information -UNCW Chapter

LICENSED MASSAGE BODYWORK THERAPIST

NICHOLAS TORCHIO MASSAGE THERAPY

JAN 2019 -CURRENT

- Established and managed a business as a Licensed Massage Bodywork Therapist.

FREELANCE DIGITAL WORK

SELF EMPLOYED

JAN 2022 - JAN 2025

- Completed freelance video editing and social media content creation for various clients, enhancing their online presence.
- Collaborated with Heartline Media, Heart First Media, and Blue Anchor Media on various projects.

INDEPENDENT CONTRACTOR

FLOWERS BAKING

JAN 2017 - JAN 2018

- Served as bread vendor across Wilmington, establishing strong relationships with local gas stations, fast food restaurants, and grocery stores.
- Managed inventory, ordered supplies, checked in deliveries, and delivered bread to various retail locations, ensuring timely availability of products.

GENERAL MANAGER

DUNKIN DONUTS

JAN 2014 - JAN 2016

- Managed all daily operations for the restaurants, including writing schedules, inventory management, ordering, hiring crew and Shift Managers, and handling disciplinary actions and terminations.

GENERAL MANAGER

ARBY'S

JAN 2010 - JAN 2014

- Advanced from Crew Member to General Manager in three years, becoming one of the youngest General Managers in the state.
- Oversaw daily operations for the restaurant, which included scheduling, inventory management, ordering, hiring crew and shift managers, and addressing disciplinary actions and terminations.

