

NIAMH LARKIN

niamhlarkinncl@gmail.com

321-361-9250

EXPERIENCE

SPARXiQ - Remote

Marketing Manager - 2025-Present

- Coordinate media partnerships and event calendars for three businesses under the SPARXiQ company umbrella
- Organized company contracts and sponsorship agreements to ensure accuracy, compliance, and prompt delivery
- Generate 300 business leads from six events across the U.S. and nurture client relationships to drive revenue
- Help with content moderation of more than 450,000 users in the Trade Hounds app
- Create weekly, monthly, and quarterly reports for clients with KPIs and ROI from marketing campaigns
- Edit and market “Amp Up” podcast episodes for Siemens, a SPARXiQ client
- Manage 35 content creators for the Trade Hounds app and connect them with product partnership opportunities

Spectrum News 13 - Orlando, FL

Executive News Producer - 2025

Senior News Producer - 2024-2025

Producer - 2022-2024

Associate Producer - 2021-2022

- Managed a team of 15 that broadcasts 13 hours of video content every week in the 15th largest TV market
- Created successful, engaging and informative content for audiences across a variety of media platforms
- Recruited, trained and coached reporters, producers and interns to produce professional and accurate content

E&A Ballroom Dance Studio - Ocoee, FL

Marketing Manager - 2024-2025

- Created 17 engaging and eye-catching social media and email marketing materials for studio events
- Managed three social media platforms to connect with local partners and prospective clients

University of South Florida - Tampa, FL

Education Program Director - 2020-2021

- Developed and implemented a cohesive brand strategy aligned with university guidelines
- Planned, coordinated and executed two week-long campus-wide events

EDUCATION

B.A. in Mass Communications at the University of South Florida 2017-2021

Minors in Communication & Entrepreneurship

SKILLS

- Photoshop & Canva Pro graphic design
- Social News Desk, Planoly, Hootsuite & Sprout Social
- Adobe Creative Cloud
- Microsoft Office Suite
- Google Workspace
- Search Engine Optimization (SEO)

AWARDS

- First Place - Breaking News - Society of Professional Journalism (2025)
- Finalist - Best Evening Newscast - Florida Association of Broadcast Journalists (2022)
- Three Silver Telly Awards - Florida Focus (2021)