

# **From UH Alumnus to Senior Manager in Just 2 Years, Nick Pomes Details His Remarkable Journey**

By Shayla Pham



Rampant with Cougar pride, Nick Pomes joined UH's marketing team just a week after graduating with his bachelor's in media production in 2019.

Merely two years later, he was promoted to Senior Manager of University Social Media in 2021 and led UH's social media to outstanding success.

In 2022, UH swept over 150 finalists for the prestigious Top Social Media Campaign Crystal Award from AMA and promptly secured the Most Effective Campaign on a Shoestring Budget Excalibur Award from PRSA because of Pomes' direction the preceding year.

As the head of social media, Pomes creates and maintains the content calendar, which entails managing all of the main social media accounts and covering campus-wide events.

Furthermore, Pomes is responsible for daily social listening to keep University leadership aware of community conversations and rising issues, as well as advising other departments on social media policy and best practices.

Despite his impressive accomplishments, the Taco Bell and ferret enthusiast reassures fellow Coogs that he was once like any other student on campus.

Pomes grew up in League City and attended Clear Springs High School in CCISD as part of their videography program. In his senior year, he was confronted with the difficult task of choosing which university to attend.

Although UH was always nearby, Pomes was never particularly interested. Then, a golden opportunity presented itself — if he chose to enroll at UH, he would be guaranteed a job as the videographer for the football team.

Although this offer was promising, it was the spirited freshman orientation that inspired Pomes to brand himself as a Cougar for life.

This proved to be the right decision, as Pomes spent the entirety of his undergraduate career enthusiastically filming the football team and pledging his loyalty to UH.

Although Pomes initially sought a videography career, he ultimately pursued social media because of his interest in media production and branding. Admittedly, Pomes joined UH's marketing team primarily because his former boss encouraged him to apply on LinkedIn.

Pomes emphasizes the importance of LinkedIn not only because of how he was hired but also because of his recent experience as a hiring manager.

If a candidate lacked a strong social media presence, Pomes promptly denied their applications.

He advises students applying to jobs to make themselves and their work searchable, emphasizing that people who can easily prove that they have a certain level of professionalism and experience have the upper hand.

Furthermore, Pomes encourages applicants to pay close detail to their applications — candidates neglect to tailor their cover letters to the places they are applying, which shows the employer a lack of interest.

Pomes acknowledges that his success thus far is largely attributed to his connections securing him his past and current job, and bases his advice to students on this fact.

“Focus on the impression you make on people,” said Pomes. “Never burn a bridge, you never know who may pop back up.”