

Nicholas Lord

Marketing and Communications Strategist

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PROFILE

I am passionate about brand development, marketing, and communications, combining an eclectic range of knowledge and skills, with small town values and an entrepreneurial drive. If I were a book, the cover would have an approachable look and feel while the inner pages would house stories of creativity, passion, and motivation. When not working, I enjoy reading, writing, socializing, and various interesting hobbies.

EXPERIENCE

Partner | Bignite Marketing | Milwaukee, Wisconsin | 2010-present

Offer traditional and digital marketing services with a focus on developing loyal bases of repeat clientele through digital platforms and membership programs. Create marketing and business plans in addition to project management and execution.

- Lead Sales Calls to Acquire and expand business and consumer network
- Lead marketing and design teams while managing workflow
- Provide creative copywriting for websites, electronic communications, and direct communications
- Manage brand while leading company communications activities
- Direct business and brand development, project management and execution
- Lead creative development
- Conduct start-up branding, establish social media presence. Provide consultation, project management and execution

Marketing Analyst | 360 Direct | Milwaukee, Wisconsin | 2009–2011

Created comprehensive marketing plans based on client data and market research. Led brainstorming sessions. Compiled client creative briefs. Developed and executed social media plans. Responsible for creative copywriting of collateral materials, press releases, and client websites. Led internal marketing efforts and business development. Contributed to company blog.

- Social media plan for confections client increased Facebook fan base by 150 in first week of implementation
- Collaborative Internal Marketing efforts resulted in 8% increase in the company's lead conversion rate
- Rebranding and Integrated Marketing efforts helped technology client's gross revenue improve 34%—reached and exceeded \$1m for first time in client's 25-year history
- Developed sales process and prospecting campaign for manufacturing client, which resulted in a 20% customer acquisition increase from previous year
- Improved client relations process and company products and services
- Worked directly with Director of Marketing for planning and executing client projects

Sales Consultant | AT&T | New Berlin, Wisconsin | 2008–2009

Discovered and accommodated customers' communication and home connection needs to allow them to stay informed, in-touch, productive, and entertained. Created in-store collateral and window displays.

- Two-time location top performer for maintaining outstanding customer service while exceeding target sales goals

EDUCATION

University of Wisconsin–Whitewater
Bachelor of Arts – Communications | Advertising | History

SKILLS

Brand Development | Writing | Internal Marketing | Marketing Strategy | Direct Marketing
Social Media | Communication | Creative Thinking | Business Development | Problem Solving