

NICHOLAS J. LOVE

nicholasjloves@gmail.com 313-717-8085
www.linkedin.com/in/nicholasjlove1

STRATEGIST / LEADER

Highly accomplished T-shaped global strategist equipped with 17

(Professional Experience Continued)

Director of Social Media 8/2018-8/2019

Led the social media marketing center of excellence for the agency; Managed a team of 10 full-time employees; created and implemented the

Led a cross-functional team in deploying a singular but aggressive \$100,000 social media advertising campaign, which resulted in nearly 600 prospect conversions during two months with a 50% enrollment rate
Managed a comprehensive content and technical website audit that led to increased domain authority and decreased the dependency on branded keywords within paid search activity
Collaborated with members of the design and interactive team to optimize PPC campaign landing page conversion rates
Over two years, advertising budget by \$325,000 and managed a total advertising budget of nearly \$700,000
Created and implemented enterprise Social Media content strategy to build strong ties with internal partners; collaborated with LinkedIn to conduct an on-campus social media platform-based conference.

IRVING INDEPENDENT SCHOOL DISTRICT, Irving, TX, 5/2012