

NICHOLAS SKOUBIS

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Marketing Manager

An innovative and energetic strategist with seven years of experience growing product awareness and developing integrated campaigns in volatile, rapidly-evolving markets

CORE QUALIFICATIONS

Digital Marketing Tools | Online and Social Media Platforms | Marketing Strategy | Promotional Campaigns Business Development | Team Leadership | Branding | Market Positioning | Project Management | HubSpot | Salesforce Pardot | Adobe Creative Suite | Trade Show & Event Planning | Film Editing | Web Design | Inspire Planner

CAREER HIGHLIGHTS

- ◇ Collaborative leader who utilizes digital media, emerging technologies, and cultural trends to exceed performance targets and stimulate long-term business growth.
- ◇ Talented communicator focused on driving positive change and building sustainable relationships with project teams, clients, and industry influencers.
- ◇ Served in leadership roles, directing the strategic development and execution of marketing, promotional, and media campaigns.
- ◇ Demonstrated ability to promote and leverage cross-functional skills to create and execute marketing strategies that leverage a company's media assets (digital, social media) to increase awareness and drive revenue streams.

PROFESSIONAL EXPERIENCE

Strategic Mobility Group

Oct 2016 to Present

MARKETING SUPERVISOR *(Dec 2019 to Present)*

- Promoted to the role for exceeding goals in campaign management, marketing strategy and employee mentorship.
 - Optimized 4 websites, improved annual organic website traffic by 20% & decreased bounce rate by an avg. of 15% per site.
 - Led 20 marketing campaigns, trade shows and events in 2019 resulting in over \$4,800,000 in revenue.

MARKETING TEAM LEAD *(July 2017 to Dec 2019)*

- Promoted within 12 months to the role to lead the strategic development and implementation of 150+ marketing strategies targeting and attracting Fortune 500 partners, including Honeywell and Zebra Technologies.
- Design comprehensive content to feature company benefits of products and services.
- Coach and mentor project teams with effective recruitment, hiring, training, development, performance evaluations, problem interventions, and goal setting techniques that promotes high productivity and strong team morale.
- Manage leads through software, execute marketing campaigns with sales activities while creating case studies and customer success stories.
- Partner with CMO to develop annual marketing strategy and budget that aligns with organization's long- and short-term goals capturing strong revenue and global visibility.

Noted Accomplishments:

- Fostered new prospects through multi-touch/multi-channel campaigns, securing acquisitions of multiple multi-million-dollar accounts for newly released healthcare division.
- Acquired 500+ leads in consecutive ProMat Trade Shows serving as part of marketing team and team lead.
- Project managed creation of multiple 5-25-minute videos for company's annual conference in three consecutive years.
- Played a key role in organizing, planning, and executing over ten events and trade shows seamlessly.

MARKETING SPECIALIST *(Oct 2016 to July 2017)*

- Designed and customized graphics for email, social media, and print advertising utilizing expertise in Adobe Creative Suite.
- Produced marketing videos and marketing collateral for company's social media presence and trade-show events.
- Created and launched marketing campaigns across digital/directed mail channels that expanded awareness and boosted sales.

Continued...

When In Roam

Aug 2015 to Aug 2016

LEAD MARKETING COORDINATOR

- Directed, collaborated, and led strategic development and implementation of marketing initiatives with a focus on leveraging When in Roam's services to deliver strategic business success.
- Held brainstorming sessions that empowered teams to share perceptions, insights, and new ideas which cultivated an environment of creative problem solving future-facing action planning, and open communications.
- Created various advertisements and managed company financials.
- Advised founders and compiled deck for future investors, angles, and IPO.

Noted Accomplishments:

- Developed innovative platform and launched Minimum Viable Product strategies that connected with consumers' needs.

Man Cave Craft Meats

June 2015 to Aug 2015

BRAND AMBASSADOR

- Demonstrated various products and successfully expanded brand within 20 grocery stores statewide.
- Gained immeasurable sales and product development expertise.
- Provided company with marketing strategy encompassing SWOT analysis, issues, and four solutions.

Abt Electronics

May 2012 to Feb 2015

DIGITAL MARKETING & WEB INTERN

- Supported digital web and marketing initiatives by updating and regulating company website data, website navigation, marketing documents, and 3-D photo editing for \$300M company.
- Worked cross-functionally with supervisors and colleagues to address specific marketing tactics to maximize reach and awareness.

Additional Experience:

FREELANCE WEB DEVELOPER & MARKETING COORDINATOR

Jan 2017 to Present; Build websites for clients utilizing CSS and HTML and graphic design with Adobe Creative Suite expertise. Create, implement, and maintain marketing campaigns for clients using Google Analytics and AdWords coupled with social media channels.

EDUCATION & CREDENTIALS

Bachelor of Science in Marketing, DePaul University

June 2016

COMMUNITY LEADERSHIP

The Michael Skoubis Foundation, Board Member & Marketing Manager; Upheld foundation's mission to provide scholarships to undergraduate and professional students of Hellenic descent, based on academic excellence, financial need and community involvement. Developed website, coordinated events, and promoted organization on various social media platforms.