

# NICHOLAS J. LOVE

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## STRATEGIST / LEADER

Highly accomplished T-shaped global strategist equipped with 17 years of successful experience developing innovative marketing and communications solutions utilizing digital and traditional marketing strategies and tactics. Adept in assembling talented teams, collaborating with stakeholders, and capitalizing on team members' skills to meet and/or surpass desired goals. A transformative leader with experience in the Technology, Agricultural, Financial Services, Home & Building, Healthcare & Wellness, Higher Education, and Sports & Entertainment industries.

### Key Skills & Core Competencies:

- |                                 |                                |                                |
|---------------------------------|--------------------------------|--------------------------------|
| ♦ Global Marketing Experience   | ♦ Demand Generation Strategist | ♦ Campaign Optimization        |
| ♦ Global Advertising Experience | ♦ Leader/Coach                 | ♦ Change Management            |
| ♦ Search Engine Optimization    | ♦ Advertising                  | ♦ Digital Transformation       |
| ♦ Customer Journey Mapping      | ♦ SMS Marketing                | ♦ Performance Marketing        |
| ♦ Social Media Marketing        | ♦ Content Strategist           | ♦ EMAIL & MARKETING AUTOMATION |

## PROFESSIONAL WORK EXPERIENCE

**KULUR GROUP, REMOTE 3/20203 – PRESENT**

**CHIEF EXECUTIVE OFFICER 02/2024 – NOW**

Overseeing all aspects of the company

**AGENCY PRINCIPAL/SHAREHOLDER 03/2022-02/2024**

- Served as the primary point of contact for Business Development, driving 1153% percent growth in the first Year.
- Established go-to-market strategy across five core verticals
- Launched the Are You D.O.P.E initiative to provide pro bono marketing services to minority-owned or Women-led Tech Companies.
- Featured presenter at the African American marketing for the Culture Summit
- Marketing Subject matter Expert within the Department of Transportation and the Biden-Harris Executive Order 14041 on Advancing Educational Equity, Excellence, and Economic Opportunity through historically black colleges and universities
- Marketing Subject matter Expert within the Department of Transportation and the Biden-Harris Executive Order 14050 Advancing Educational Equity, Excellence, and Economic Opportunity for Black Americans

**GRAMBLING STATE UNIVERSITY, REMOTE 8/22-PRESENT**

**ADJUNCT FACULTY**

- Prepare modern class materials across Web Media practicum, Broadcast Practicum, News Practicum, and Internship courses for Undergraduate Students
- Facilitated Google Analytics and Advertising certifications
- Facilitated access to Hootsuite social media certifications
- Guest lecturer at the University of Michigan, Campbell University, DePaul, and Wharton School

**HOTWIRE GLOBAL COMMUNICATIONS, REMOTE 4/2022 – 3/2023**

**VICE PRESIDENT OF GLOBAL MARKETING**

- Oversaw go-to-market strategy for a 55M+ Portfolio Global Public Relations & Marketing Agency
- Overhauled content strategy and corporate brand voice, messaging, and verbal identity across owned and paid channels, including website paid/organic social media for Hotwire Global offices in the US, France, Australia, Germany, Spain and the United Kingdom

*(Professional Experience Continued)*

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(Professional Work Experience Continued)

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- Established Global Content Center of Excellence and increased content outputs by 250%
- Led revamped SEO strategy at Global and country levels. Decreased website technical errors and increased average monthly organic traffic, increased positional rankings for key non-branded keywords, and improved website core health vitals which resulted in increased inbound leads in the US and Germany
- Introduced new email marketing & automation strategy and email governance program, which led to a 6% increase in audience engagement in the UK and US
- Launched audience intelligence initiative to gather competitive and audience intelligence in the US, UK, France, Germany, and Australian markets. Developed ideal customer profiles across each market while establishing a brand identity management framework
- Partnered with International Think Tank to launch an Asynchronous Conference on Web3
- Served on the Global leadership Team and as the executive sponsor for North America DEI taskforce

**G&S BUSINESS COMMUNICATIONS**, Raleigh, NC, 8/2018 – 4/2022

**Vice President of Digital Marketing** 9/2020-3/2022

Responsible for building and leading the agency's 35+ member digital center of excellence.

- Introduced and implemented new Digital Marketing service offerings while working across agency to increase digital marketing revenue by 6% YOY
- Key contributor in pitching and landing an 18M client for agency
- Led Executive Digital Strategy workshops in Zurich, Switzerland, for Schindler Elevator Corporation
- Established Social Listening & Social Strategy, Personalization & Customization, Attribution Modeling, Content Strategy, and SEO playbooks and learning modules to drive expanded knowledge across the agency and portfolio of clients
- Led Digital Transformation activity for agencies largest account, resulting in increased digital-focused revenue for the agency
- Led the Partnership and Advocacy pillar for the agency DE&I task force and established an exclusive internship with North Carolina Central University. Established a formal partnership with Grambling State University, resulting in a 200K pro bono marketing campaign, official mentorship program, and expanded student practicum. Established a partnership with Take Your Seat to create a more inclusive leadership culture within the agency. Served as the co-chair of the Shareholder Accountability and Commitment pillar and worked directly with the CEO to ensure agency shareholders were held accountable to meet individual shareholder DE&I target goals
- Revamped the Digital Center of Excellence and grew staff by 138%, established four core pillars within the Digital Center of Excellence, which comprised of Strategic Capabilities, Digital Enablement, Multichannel Excellence and Audience Intelligence and Performance Marketing
- Recorded a Masterclass on what marketers can learn from the VERZUZ movement with Netbase Quid

**Digital Engagement Strategy Director** 8/2019- 9/2020

Responsible for developing and implementing digital customer engagement strategies across email, marketing automation, SMS marketing, advertising and social media to create a seamless customer digital engagement experience across the entire agencies' portfolio of clients. Managed a team of 12 full-time employees.

- Increased YOY social media engagement by 100% after developing a comprehensive social media audit for a Fortune 500 company
- Introduced and implemented a three-year email marketing roadmap for agencies largest client, resulting in a 6% increase in revenue
- Established email & marketing automation philosophy and agency approach to account-based marketing, leading to incremental lift in client acquisition with an ABM focus
- Selected as a 2019-20 Adweek Executive Mentee
- Served on the Arthur W. Paige Society Comm Tech Council

### **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 social media strategy for the agency's largest client; served as an expert on social activities/trends and oversaw media buying outputs; *Key Achievements:*

- ◆ Implemented forecasting and multivariate testing methodologies in social media multichannel advertising campaigns to arrive at more effective and cost-efficient results
- ◆ Revamped agency social media measurement framework and key contributor to agency measurement task force
- ◆ Championed the development of a three-year strategic social media marketing roadmap for the agency and its largest clients

### **NORTH CAROLINA STATE UNIVERSITY, Raleigh, NC, 4/2017 – 08/2018**

#### **Director of Social Media Strategy Hub**

Led the University's social media center of excellence; Directly managed a team of 7 full-time employees and 5 interns; directed and implemented the university social media strategy; enhanced brand image, increased awareness and engagement, and deepened relationships with key audiences. Conducted social monitoring of the University community and competitive peer set; served as an expert on social activities/trends; Planned, placed, and optimized all social media advertising campaigns. Developed and managed a social media ambassador program. *Key Achievements:*

- ◆ Implemented forecasting and multivariate testing methodologies in social media multichannel advertising campaigns to arrive at more effective and cost-efficient results
- ◆ Developed content bucket and content type matrix analysis and leveraged insights to increase video creation by 65%, which resulted in a 33% lift in total engagement YOY
- ◆ Conference speaker at Social Media Strategies Summit, SXSW EDU, Brandwatch Now You Know Conference, Georgia State Higher Education Digital Summit, and EDU Web

### **THE OHIO STATE UNIVERSITY, Columbus, OH, 1/2016 – 3/2017**

#### **Senior Director of Social Media**

Direct and implement the University's social media strategy; enhance brand image, increase awareness and engagement, drive enrollment leads and philanthropic giving, and deepen relationships with key audiences. Manage presence on social media channels; aggressively cross-promote and maximize exposure with key social targets. Conduct social monitoring of University community; serve as expert on social activities/trends; manage social media teams for the enterprise and alumni association. Plan, place and optimize all social media advertising campaigns. Develop and manage social media influencer program. *Key Achievements:*

- ◆ Conducted a massive social media audit across the University that resulted in the identification of more than 2,600 social media accounts affiliated with the University and in partnership with the legal department, shut down more than 60 unauthorized social media accounts
- ◆ Crafted the social media strategy for the #BuckeyeLove giving campaign that raised 3.5M during a 36-hour period
- ◆ Acquired and utilized social media brand monitoring/listening/analytics/metrics tools; deepened ability to understand brand sentiment, share of voice and response capabilities in crisis situations.
- ◆ Developed strategic partnerships; collaborated with Hootsuite, to conduct an on-campus social media conference.

### **UNIVERSITY OF CHICAGO, BOOTH SCHOOL OF BUSINESS, Chicago, IL 12/2013 – 1/2016**

#### **Senior Associate Director of Social Media & Search Marketing**

Executed global social media and search marketing strategy for the Booth School's global community; enhanced brand awareness, increased engagement, and deepened audience relationships among four core target audiences in North America: Hong Kong, Beijing, Shanghai, London, and New Delhi. Supervised social media and search marketing direct reports. Built and nurtured strategic relationships with major social media channels, including Facebook, Twitter, and LinkedIn. Established a presence across international social media platforms like Sina Weibo and WeChat. Deployed search campaigns on Google, Bing, and Baidu. Oversaw social media and search marketing budget; facilitated planning, placement, and optimization of global advertising campaigns. *Key Achievements:*

- ◆ Led Search Engine Marketing (SEM) campaigns in the US, Hong Kong, London, and India via Google, Bing, and Baidu

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(Professional Work Experience Continued)

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- ◆ 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, increased the school's social media 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 – 11/2013

## **Communications, Marketing & Social Media Coordinator**

Improved enterprise-wide social media presence; managed marketing and district social media content calendar, built collaborative relationships and guided the work of external advertising agencies. Developed and executed social media editorial strategies; created social media voice and tone guidelines. *Key Achievements:*

- ◆ Launched social media campaigns; increased awareness and engagement around district-based initiatives.
- ◆ Established and managed district's social media presence; engaged key stakeholders and increased public engagement and following by 50% across multiple platforms.
- ◆ Led strategic approach to fully integrating video into district online publications; served as on-air talent for short and long form video content.

**LOUISIANA TECH UNIVERSITY**, Ruston, LA, 9/2009 – 5/2012

## **Director of Women's Basketball Operations**

Increased awareness and engagement for women's basketball program; implemented media and marketing strategies for women's basketball operations. Increased audience engagement and support through social media vehicles and developed program specific social media strategy. Created social media content strategy to increase share of voice among competitive peer set; created and implemented a team social media policy. *Key Achievements:*

- ◆ Created, built and managed all social media communities; developed relevant social media content and increased brand awareness and engagement with key audiences.
- ◆ Developed online video content series in an effort to strengthen affinity with the program
- ◆ Deployed multi-tier influencer strategy; increased earned media and partnered with ESPN.com Sports Nation and Slam Magazine

**ESPN DIGITAL MEDIA, BRISTOL, CT** 1/2007 – 1/2009

## **Video Editor/Talent**

Served as Writer, Producer, Editor and Talent for HBCU Football coverage on ESPN.com and for Black History Month coverage on Mobile ESPN; served as Talent for ESPN Mobile, ESPN Mobile TV and ESPN 360 video clips.

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## **EDUCATION**

**Executive Education**, Emerging Leaders Program, 2015  
University of Chicago Booth School of Business, Chicago, IL

**Master of Science**, Sports Administration, 2011  
Grambling State University, Grambling, LA

**Bachelor of Arts**, Mass Communications, 2006  
Grambling State University, Grambling, LA