

NICHOLAS SKOUBIS

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CORE QUALIFICATIONS

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

CAREER HIGHLIGHTS

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

PROFESSIONAL EXPERIENCE

ZS Associates

Apr 2022 to Present

SENIOR ALLIANCE MARKETING ASSOCIATE

- Work closely with Fortune 500 partners, acquisitions, & start-up investments to establish a co-marketing approach, develop messaging, & promote joint-solutions to prospects, leads, & existing clients.
- Develop marketing campaigns for practice areas in the pharmaceuticals, biotechnology, healthcare, supply chain, & R&D industries that produce a 15% - 20% attendance rate for webinars and hosted events.
- Create a marketing strategy & work as a liaison with marketing contacts at our alliances & clients alike; utilizing a digital marketing approach centered around industry-focused topics.
- Update, edit, & maintain marketing content for ZS website, demo/presentation decks utilized at industry events, social media content, & branding guidelines.
- Direct & implement strategies for industry trade shows & events; consult with practice area teams regarding trade show booth deliverables, website, & pre/post-communications. Connect with event coordinators to ensure trade show deadlines are met.

Brandstartr LLC

Dec 2021 to Present

FOUNDER

- Design & develop websites, brand assets, & create a brand image for multiple brands.
- Follow & maintain a communication schedule with clients to ensure that their vision & goals are adhered to.
- Increase exposure of brands through email (HubSpot), social media (Canva), & other digital marketing platforms.

@Properties

Sep 2023 to Present

BROKER

- Assist clients with the purchase or sale of their home, lease of their apartment, and/or leasing of their rental property.

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Computer Aided Technology

Oct 2020 to April 2022

MARKETING SPECIALIST

- Lead the execution of marketing campaigns, nurture campaigns, & digital strategy for saas products offered as cloud software solutions & desktop-based applications.
- Manage & organize the webinar schedule, develop the introductory script, & work closely with the technical team to determine topics for the company's virtual conference.
- Created & executed a new marketing campaign structure that is now utilized by the team; implemented both inbound & outbound marketing strategies.
- Collaborate with technical teams for specific software offered; the deployment of my marketing campaign resulted in increased trial downloads, webinar attendance, & demo requests by approximately 25% annually.

Strategic Mobility Group

Oct 2016 to Oct 2020

MARKETING SUPERVISOR (*Dec 2019 to Oct 2020*)

- Marketing campaign liaison between vendors, clients, & partners, while providing insight on budgetary requirements, return on investment (ROI), & several goal oriented KPI's.
- Lead cross-functional team of creatives & designers with effective training, development, goal setting techniques that promote high productivity & strong team morale.
- Exceeded revenue goal by 150% for newly released healthcare division & assisted in obtaining division's first clients.
- Promoted to the role for meeting goals in marketing brand strategy, business development, & employee mentorship.
 - Implemented industry trends & increased video presence on 4 websites/brands growing annual organic web traffic by 20%.
 - Led 20+ marketing campaigns, trade shows & events in 2019 resulting in over \$4,800,000 in revenue.
 - Mentored employees in Adobe Creative Cloud, brand strategy, & partner/client relationship management.

Strategic Mobility Group

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

- Promoted within 12 months to the role to lead the strategic development & implementation of 150+ marketing strategies targeting & attracting Fortune 500 partners, including Honeywell & Zebra Technologies.
- Designed comprehensive digital, written, video, & web content to feature company benefits of products & services.
- Trained team members on company branding, copywriting, graphic design, & campaign development that aligned with the company's & partner's goals.
- Partnered with CMO to develop annual marketing strategy & budget that aligns with organization's long- & short-term goals capturing strong revenue & global visibility.
- Developed a monthly newsletter workflow while incorporating the company's value proposition & incorporated the 3 newly released divisions of the company.
- Acquired 500+ leads in consecutive industry trade shows serving as team lead through content creation & pre-show marketing campaigns, which contributed to exceeding the lead generation goal by 43%.
- Played a key role in organizing, planning, & executing over ten events & trade shows seamlessly.

MARKETING SPECIALIST (*Oct 2016 to July 2017*)

- Designed & customized graphics for email, social media, & print advertising utilizing expertise in Adobe Creative Suite.
- Produced marketing videos & marketing content; this included specification sheets, infographics, client case studies, & brand style guide.
- Created & launched marketing campaigns across digital/directed mail channels that raised awareness & boosted sales.

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When In Roam

Aug 2015 to Aug 2016

LEAD MARKETING COORDINATOR

- Directed, collaborated, & led strategic development & 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, & new ideas which cultivated an environment of creative problem solving future-facing action planning, & open communications.
- Created various advertisements & managed company financials.
- Advised founders & compiled deck for future investors, angles, & IPO.

Noted Accomplishments:

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

Abt Electronics

May 2012 to Feb 2015

DIGITAL MARKETING & WEB INTERN

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

EDUCATION & CREDENTIALS

Bachelor of Science in Marketing, DePaul University

June 2016

Inbound Marketing Certification, HubSpot Academy

Google Analytics Beginner Certification, Google

Google Analytics Advanced Certification, Google

COMMUNITY LEADERSHIP

The Michael Skoubis Foundation

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

IT Committee

Saint Nectarios Church Committee Member; Determine necessary upgrades to the church's network/wireless infrastructure, developed the new church website, & consult the team with marketing efforts/technologies.