

Nicholas Krause

Content Producer | Digital Marketer

NicholasTheKrause@gmail.com

Portfolio

Crafts omni-channel storytelling in nuanced style and tone. Blends infographics, animation and video to tell a story that excites and compels while reinforcing the brand. Research, brainstorm and advocate new creative ideas.

Proficiencies

Content Production

Storytelling
Blogs
Copywriting
Video Production

Web / App Development

HTML5 / CSS3 / JS
HTML Email Design
Android | Java
SQL | JSON | JQuery
Adobe Creative Suite
Adobe After Effects

Digital Marketing

Social Media
SEO | SEM
PPC Campaigns
Landing Pages
Web Analytics
MS Excel

Career History

<i>Little Overlord</i>	Founder / Designer / Content Producer	Dec 2015 Present
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Littleoverlord.com is a community website about pop culture, comics, comedy and video games. I launched the site to showcase my videos, podcasts and interactive designs. The site averages 3000 unique visitors a month (www.littleoverlord.com).

<i>Zero Limit / Fansided</i>	Features Writer / News Desk	Sep 2014 Dec 2015
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Zero Limit is a web platform for covering the worlds of Science Fiction and Fantasy. Movies, television, video and tabletop games, novels and short stories: If it takes place in an imaginative world, the far future, alternate dimensions and beyond, we'll cover it (www.zerolimitmagazine.com).

FanSided is one of the fastest growing network of fandom-focused sports, entertainment and lifestyle sites on the Internet. The company is a thriving collection of over 300 communities dedicated to bringing together fans to share their common passion (www.fansided.com).

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CarsYours.com is a disruptive technology start-up that connects car buyers and sellers. It builds trust and walks the buyers and sellers through a proprietary, secure and integrated mobile platform.

- I created persuasive landing pages and related marketing communication materials.

Neo Studios is a design agency that created customer engagement apps, websites, and video. We did everything that you could imagine to drive sales, enhance brand awareness and build customer loyalty relationships.

- I implemented a targeted social ad campaign that drove traffic to various microsites and landing pages. I also followed-up with prospects via email and phone.
- I imagined and created interactive experiences for use with ads and social media campaigns.

Education

- College of Lake County
 - Computer Information Technology
 - 2015 - 2016
- Northeastern University
 - Computer Science
 - 2017 - 2019

Certifications

Google AdWords Mobile Certified	Demonstrated increased product performance and expertise in basic and advanced concepts in mobile advertising, including ad formats, bidding and targeting, and campaign measurement and optimization.
Google AdWords Video Certified	This certification demonstrates proficiency in video advertising, including best practices for creating, managing, and optimizing AdWords for video campaigns.
Google Analytics Certified	This certification demonstrates basic proficiency in digital analytics and Google Analytics, including Measurement and implementation planning and Google Analytics configuration and administration.
Google Android Java nanodegree	Android mobile development courses taught by Google engineers.
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