

Nicholas Krause

Content Producer | Designer | Digital Marketer

Links:

[GitHub](#)

Nicholasthekrause@gmail.com

[Portfolio](#)

Research, brainstorm and advocate new creative ideas. Best practices designs. Adwords guru. Marketing maverick. Creative catalyst. See last page for certifications and accreditations.

Proficiencies

Content Production

Storytelling
Blogs
Copywriting
Procedural Writing
News Desk Writing
Video Production

Web / App Development

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

Digital Marketing

Social Media
SEO | SEM
AMP
PPC Campaigns
Landing Pages
Web Analytics
MS Excel and Office Suite

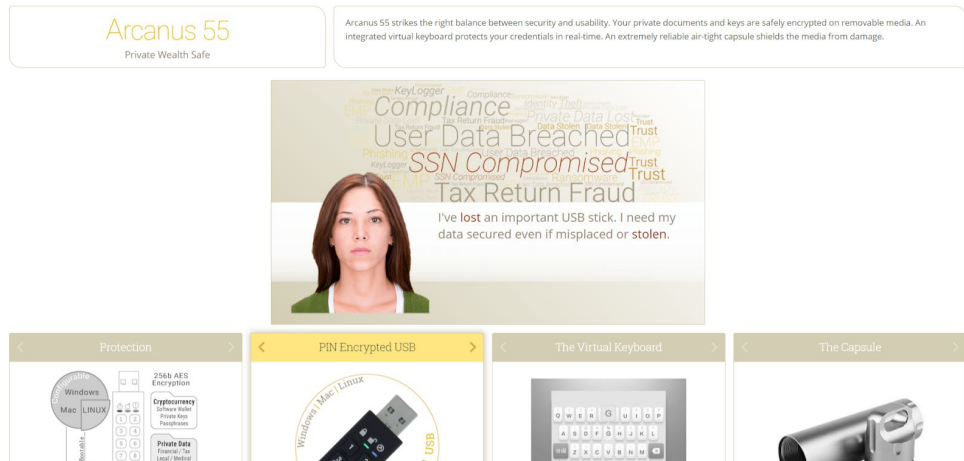
Career History

Arcanus 55, Chicago IL	Founder	Dec 2017 Present
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Launched a startup in the cryptocurrency sector. [Arcanus 55](#) is a software and hardware digital encryption platform that acts as solution for untrustworthy currency exchanges. The Arcanus 55 USB drive houses my own proprietary software that aids in cold storage of digital assets.

Above all else, Arcanus 55 encapsulates the ability to completely realize and ship a product. It showcases the completion of an idea in all aspects of marketing and product design. Many people possess degrees and certifications, however, few have utilized a litany of skills to deliver an idea from ideation to fruition.

- Created persuasive landing pages and related marketing communication materials. These pages are optimized to produce organic search engine traffic. A Google Lighthouse audit (measures SEO and performance) of the website yields stellar scores that eclipses other large eCommerce sites such as WalMart or Amazon.



- www.Arcanus55.com is a complete eCommerce website that encompasses various disciplines. A shopping cart takes credit cards and Paypal. It is a responsive website and scales natively and seamlessly between desktop, tablet, and mobile. The website is a PWA (Progressive Web App).
- Created and managed a Google AdWords campaign. Ads are tailored for various use cases and best practices have led to an encouraging CTR (Click-through Rate). Other social media campaigns such as Twitter were also run.
- Wrote software that prevents keyloggers and ransomware from compromising cryptocurrency wallets. This involves knowledge of cryptocurrency, cryptosecurity, encryption, and JavaScript programming.

<i>Little Overlord</i>	Founder Designer Content Producer	Dec 2017 Present
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Littleoverlord.com is a website about pop culture, professional wrestling, and video games. I launched the site to showcase my videos, podcasts and interactive creations.
(www.littleoverlord.com).

Little Overlord demonstrates understanding of design and content production. The website is a Github-powered CMS (content management system) of my own design.

<i>Dovenmuehle Mortgage</i>	Procedural Writer Trades and Conversions Department	May 2017 Present
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Responsible for writing financial and technical policy and task based procedures. These financial systems are used for migrating, storing and recalling mortgaging records. Craft initiate documentation standards and Word templates. Create accurate and precise reference materials making complex non-linear workflows

easy and approachable. Partner with knowledge experts to capture new process documentation. This role also involves concise communication and coordination.

(www.dovenmuehle.com).

Zero Limit / Fansided	Features/Newsdesk Writer	Sep 2014 Dec 2015
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Zero Limit was 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 covered it (www.zerolimitmagazine.com).

- Features and opinions writer.

FanSided is one of the fastest growing networks 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). Click here for writing samples: [1](#) [2](#) [3](#)

- Time was divided amongst writing about relevant entertainment news stories, breaking entertainment news, and long-form features articles.

Certifications



<https://academy.exceedlms.com/profiles/nicholaskrause0641df37>

AdWords Fundamentals | AdWords Basics | AdWords Video Certification | AdWords Search Certification | Adwords Display Certification | Mobile Sites Certification | Digital Sales Certification | Google Shopping Certification | Google Analytics Individual Certification

Google Adwords offers a wide breadth of services and tools for advertising on the Google Networks. These certifications range from, but aren't exclusive to, Video, Shopping, Mobile, and Analytics certifications.



[Bing Advertising Accredited Professional](#)

A Bing Advertising Accredited Professional certification proves knowledge of advertising on the Bing Network.



[Android Basics Nanodegree by Google](#)

The Udacity Android Basics Nanodegree is offered by Udacity in conjunction with Google. Completion of the course indicates a knowledge of Android programming and best practices for mobile app and website creation. The course has the user design inventory, data storage, and travel applications.



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