

# Nicholas Krause

Content Producer | Digital Marketer

[NicholasTheKrause@gmail.com](mailto: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, professional wrestling, 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](http://www.littleoverlord.com)).

<i>Dovenmuehle Mortgage</i>	Procedural Writer	June 2017   Present
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Responsible for writing financial and technical policy and task based procedures. Initiate documentation standards and Word templates. Craft accurate and precise reference materials making complex non-linear workflows easy and approachable. Partner with knowledge experts to capture new process documentation. ([www.dovenmuehle.com](http://www.dovenmuehle.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](http://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](http://www.fansided.com)). Click here for writing samples: [1](#) [2](#) [3](#)

CarsYours.com, Chicago IL	Content Producer	Jun 2015   Sep 2015
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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, Lake County IL	Social Media Intern	Jan 2014   Jun 2015
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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've 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 <a href="#">Certified</a>	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 <a href="#">Certified</a>	This certification demonstrates proficiency in video advertising, including best practices for creating, managing, and optimizing AdWords for video campaigns.
Google Analytics <a href="#">Certified</a>	This certification demonstrates basic proficiency in digital analytics and Google Analytics, including Measurement and implementation planning and Google Analytics configuration and administration.
Bing Ads <a href="#">Accredited</a>	Accredited Microsoft Bing Ads account management curriculum.
Google Android <a href="#">Java nanodegree</a>	Android mobile development courses taught by Google software engineers.
Notary Public   Illinois <a href="#">812688</a>	Commissioned 12/2014
Microsoft Office Specialist	Excel 2016 certified