

Nicholas Krause is an experienced Marketing Analytics and SEM Lead obsessed with Search Engine Marketing martech, merging the disciplines of marketing, technology, and design. He is an ever-evolving and relentless student of Search Engine Marketing methodology. He possesses web development knowledge and is accredited by Google as both an app and cloud developer. His work helps both large and small companies find new customers in a more effective manner.

His key tenets are to ***envision, manage, design, and deliver.***

Nicholas has simultaneously managed \$1,000,000+ in ad spend across multiple channels. He has delivered projects to completion: trade show support, next-level SEO & PPC programs, web builds, in-store shopping campaigns, webinar support, billboards, and more. Nicholas is also known for in-depth PPC & SEO auditing presentations, white-label agency support, and consulting for numerous digital marketing agencies.

He is comfortable being client-facing and developing actionable scopes of work, marketing calendars, and managing workloads with teams of web developers, analytics trackers, data analysts, graphic designers, social media teams, and SEM gurus.

Nicholas has worked alongside multiple CMOs daily due to his ability to communicate at the executive level.

Proficiencies (certifications on last page)

SEO

Local + Nationwide SEO
Google My Business Listings
Directory Listings Management
SEMrush/SpyFu
SERP Analysis
Screaming Frog
SEO PowerSuite Tools
Structured Data (Schema Markup)
Content Decay Analysis
On-Page Keyword Mapping
New Website SEO Transitions
Google Search Console/Sitemaps
Image Format Optimizations
Content Writing For Organic Traffic

Web Development/Automation

HTML/CSS/Custom Stacks
AMP Pages
Amazon Web Services
Wordpress & Alternatives
Unbounce/Instapage
HubSpot/Marketo Integration
Webhooks
PWAs (Offline Capable)
Heatmaps for UX Research
Surveys
Live Chat

Pay-Per-Click

Keyword Research/ Competitor Analysis
PPC Platforms (Kenshoo, Skai, & Wordstream)
Google Ads & Bing Automation/Scripts
Search Campaigns
Shopping Campaigns/Merchant Center
Programmatic Ads (AdRoll)
Facebook, Yelp, Twitter, Instagram, Reddit, & LinkedIn Ads
Google Local Ads for Home Services

Executive Dashboards

Tableau/DataStudio
Decision Support
Reputation Management
Competitor Watch
Social Performance
One Click Audits
Content Performance
Ad Performance
Trending Watch
Website Thresholds

Auditing

Campaign Structures
Bidding Strategy
Keyword Strategy
Negative Keyword Lists
Keyword Match Types
Search Impression Share
Ad Group Structure
Scripting Validation
Auction Insights
Ad Quality Scores
Ad Messaging
Competitor Messaging

Analytics Tracking/API Integration

Call Tracking (CallRail & Marchex)
Enterprise Tag Management
Google Tag Manager
Google Analytics
Google Optimize
Remarketing Audiences
Salesforce/Pardot Integrations
APIs for Gmail, LinkedIn, Bing, Google Ads, Twitter, and Facebook

Career History

120/80 Digital Marketing , Chicago, IL	Marketing Analytics & SEM Lead	May 2020 Present
<ul style="list-style-type: none">• Aided in and oversaw complex migrations to the HubSpot ecosystem. Helped elevate the company to Platinum HubSpot partnership.• Oversaw strategy for 40+ PPC accounts. Managed remote teams to maintain multi-channel PPC programs. Implemented reporting structures to ensure scalability of PPC programs. Gained and sustained agency Google Ads partnership. Spoke directly to clients on digital marketing efforts.• Performed and trained teams on how to effectively execute best practice PPC audits and worked in conjunction with SEO and web teams to upsell marketing programs.• Acted as liaison to an outsourced marketing/sales company to provide those services to our clients.		
Grand Marketing Solutions, Libertyville, IL	Digital Marketing Manager / SEM Lead	May 2019 May 2020
<ul style="list-style-type: none">• Worked alongside corporate account managers to oversee a combined \$1,000,000+ advertising budget for 50+ clients including PPC Adwords and Bing campaigns, Facebook and Instagram social campaigns, as well as radio and print campaigns.• Implemented a keyword strategy research and buyer persona process that involved multi-channel touch points driving traffic and conversions. The touch points targeted audiences with PPC, social, landing pages, and email campaigns.• Formulated custom-tailored SEO programs that were easy to explain, scale, report, and execute.• Designed custom reporting dashboards using tools like DataStudio and Tableau.		
Grand Marketing Solutions, Libertyville, IL	Digital Marketing Specialist	January 2018 May 2019
<ul style="list-style-type: none">• Successfully launched fast-loading, mobile-responsive websites and microsites with engaging elements like video, contact forms, real-time chat, and blog posts.• Utilized tag manager, analytics, and mouseflow heatmaps to paint a complete picture of the buyer's journey.• Next level SEO/SEM execution leveraging AMP pages, structured data, SEMrush tools, and programmatic/dynamic display ads.• Wrote persona-focused ads, landing pages, websites, and marketing collateral copy.		

Consulting Project History

120/80 Marketing, Grand Marketing Solutions, SGK Inc, MachFive Marketing	Marketing Analytics, Dashboarding, & PPC/SEO Auditing	March 2020 Present
<ul style="list-style-type: none">• Development of pre-sales PPC and SEO audits. Digital landscape reports that eloquently speak to the value and need for digital marketing services.• Maintenance and expansion of Tableau and DataStudio client reports. Webhooks, API calls, and updating desired metrics and new data sources.• Consulting on analytics issues. Tag management, redirect solutions, KPI alignments, and attribution models. Ensuring all data sources fit nicely together and fuel insights.		

Certifications



[Skillshop Profile](#)

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.

Nicholas has earned and maintained Google Ads premier partner status at two different agencies, interfacing with reps and beta-testing new Google Ads tools.



[Bing Advertising Accredited Professional](#)

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



[Android Degree by Google](#)

The Udacity Android Nanodegree is offered by Udacity in conjunction with Google. Completion of the course indicates a knowledge of application development: user interface design, web APIs, and best practices for mobile app creation.



[SEO Fundamentals Exam](#) | [SEMrush Social Media Toolkit Exam](#) | [SEMrush Advertising Toolkit Exam](#) | [SEMrush Content Marketing Toolkit Exam](#) | [SEMrush SEO Toolkit Exam](#)

SEMrush is an all-in-one tool suite for measuring and improving online visibility. Completion of their courses shows proficenay with SEMrush tools and reports for following digital marketing services: SEO, PPC, Keyword Research, Competitive Analysis, Social Media Marketing, Public Relations, Content Marketing, and more.

Nicholas works alongside SEMrush account managers to offer services for marketing clients.



HubSpot allows companies and agencies to utilize powerful marketing automation tools to merge and compliment inbound marketing efforts with sales and customer support.

Nicholas has guided an agency to reach Platinum Partner Status.

[Digital Marketing Exam](#) | [SEO Exam](#) | [Digital Advertising Exam](#) | [Inbound Marketing Exam](#) | [Email Marketing Exam](#) | [Content Marketing Exam](#) |

