July 24, 2018

Nicholas Bradman

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GE Digital C/O Gus Naughton

75 Fountain Street

Providence, RI 02902

Dear Gus,

It was great running into you and Jeremy this past Saturday night in Canton. I hope you enjoyed your visit to the North Country. I was elated to hear that your team is growing and that you may be interested in bringing me onboard. While I am not currently looking for a new position, I would like to give you my current resume and provide some information on my background, skills, and career objectives with the intention that sometime in the future we could discuss a career opportunity with GE Digital. Please allow me to summarize my current position and qualifications.

I am currently working for a company called [UpBuild](http://www.upbuild.io), based in Portland, OR. UpBuild is a technical marketing company specializing in SEO, CRO, and analytics. As a Technical Marketing Specialist, my responsibilities include evaluating our clients’ backend code and implementing tracking tags on event elements, conducting UX audits and testing CTAs, functionality, etc., researching keyword and competition data, and more. One great perk about working at UpBuild is the ongoing training. I have set my focus on JavaScript and Python, and have been learning and using these languages on a regular basis.

I also have my own LLC that I use for ad-hoc work such as website builds, digital marketing campaigns, SEO, and content writing. This allows me to stay conversant in a variety of digital environments, and continue to learn about each one. One example of an achievement I’ve earned through this endeavor is a [criminal defense attorney](http://www.bottarianddoyle.com) in Delray Beach, FL who is bringing on 5 more cases per month from SEO and social media marketing that I’ve done. Another is a website I built for a [woman teaching pistol classes](http://www.ccwwoman.com) in South Florida, who is now fully booked and hiring more trainers as her website has been critical in setting up her business.

I am very interested to hear your feedback and if you feel that I could potentially be a fit for GE Digital. Attached is my resume; please feel free to request any further information you would like to know about my skills and background. I would very much like to keep in touch with you as time goes on to establish a relationship and hopefully work together some day.

Kind Regards,

Nicholas Bradman

**Nicholas J. Bradman**

**bradman.nicholas@gmail.com**

**(315)-323-0428**

**For a more interactive experience, please view my** [**digital portfolio**](http://laxtc4.wixsite.com/nbradman) **and** [**LinkedIn profile**](https://www.linkedin.com/in/nicholas-bradman-6b38a352/)**.**

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SUMMARY OF QUALIFICATIONS

**​​**

* Polite, hard-working, and friendly demeanor
* My work has been published and covered by many high profile websites and publishers (CNBC, Forbes, CBS News, and much more)
* Proven management skills​​ and problem solving abilities
* Highly trained and experienced in SEO (keyword research, website analytics, tagging, tracking, link building, quality content generation, and more)
* Formally trained and proficient in HTML, CSS, JavaScript and Python​
* Experienced in building websites and landing pages (Wordpress)
* Exceptional writing and editing abilities with published pieces online
* Proficient in Microsoft Office applications (Excel, Word, PowerPoint, Etc.)
* Strong research and data analysis skills (Tableau)

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WORK EXPERIENCE

**Technical Marketing Specialist / UpBuild / Portland, OR / April 2018 – Present**

**(Working Remotely)**

* Worked with clients such as Sonos and Dell to optimize search engine rankings
* Used Google Analytics, Google Tag Manager, SEMRush, and many other tools
* Audit UX design, content strategy and more, and suggest ways to improve
* Work with Google Dev Tools daily to evaluate backend code
* Set up tagging and tracking on client websites for analytics tracking
* Write blogs for UpBuild website which earn backlinks to our company pages
* Continuously training on coding languages, SEO techniques, new software, and more

**Digital Content Writer / Freelance / Delray Beach, FL / September 2017 – Present**

* Created an LLC for digital marketing and web development
* Generated new business through digital marketing and networking
* Built websites using Wordpress, HTML, CSS, JavaScript & more
* Optimized websites using modern SEO tactics
* Managed digital marketing campaigns for clients looking to improve brand awareness
* Analyzed business performance, developed and implemented strategies for growth

**Project Manager / Fractl / Delray Beach, FL / July 2016 – September 2017**

* Placed dozens of campaigns with big name publishers such as CNBC, Forbes, The Chive, CBS News, and many more, earning valuable links for the client
* Managed teams of up to 20 people; writers, developers, designers, videographers and other specialists
* Assisted in the inception of new campaigns through ideation
* Worked with a $10,000 budget on each campaign
* Researched internet trends to create viral content
* Analyzed data in MS Excel to determine a campaign's creative direction
* Created data visualizations and infographics in Tableau that will later become designed assets
* Communicated with team members using Asana to ensure deadlines are met
* Assisted team members wherever help is needed, most often with copywriting

**Content Writer and Project Manager / Freelance / January 2012 – October 2016** **(Bachelor Party Bay, New York City VIP Services, Nassau National Cable)​**

* Headed internet marketing campaigns through social media, email ads, and content marketing
* Wrote product descriptions, articles, and blogs using keywords for SEO
* Piloted Facebook Ads and Google Adword campaigns
* Obtained links from authoritative websites
* Quadrupled inquiry volume and dramatically increased consumer traffic through content marketing and email ads (Bachelor Party Bay)
* Tripled consumer traffic to website through SEO (Nassau Cable)
* Nearly tripled average monthly sales by bringing more customers to site (Nassau Cable)

**Paralegal/ Van Ness Law Firm/ Boca Raton, FL/ February 2010 - March 2012**

* Managed a high-volume workload in a successful law firm
* Used firm’s database to streamline workflow
* Communicate regularly with judges, clients, and attorneys
* Electronically prepare, edit, and proofread court documents
* Research and analyze evidence and official records

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​ EDUCATION

* **Full Sail University – Winter Park, FL – 2013-2016 - Graduated February, 2016**

           Bachelors of Science Degree in Music Production​

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* **State University of New York at Cortland – Cortland, NY – Graduated May 2009**

            Associates of Arts in Communication