NICHOLAS FEHLBERG
9901 W Sahara, Apt 2130, Las Vegas NV 89117
e: nick@evolutionmedia.us p: 315-307-1970

September 2010 – September 2011
Marketing Manager for IT Retailer/eTailer
In my role as marketing manager with Lapy King (www.LapyKing.com.au) I was responsible for the creation of their ecommerce division, their online marketing strategy and execution, media buying, lead generation and email campaigns, production of catalogs/space ads/inserts and point of sale marketing.

- Over $1M in sales in 12 months from online
- Advertising campaigns drove store sales up by 35%
- Increased Laptop Service work by 90%
- Site SEO yielded top 5 Google ranking for all major keywords
- Integration of product feeds with all major Comparison Shopping Engines
- Email list built to 20,000+

May 2007 – August 2010
Freelance Consultant - Online Sales, Marketing, Strategy & Production

Project scope:
front end web design, social media strategy

Deal Of The Day Website (www.JumpOnIt.com.au) – I built the front end of the business lead acquisition area of the website and advised on integration with Facebook.
Client: Jump On It (www.JumpOnIt.com.au)

Project scope:
content production, Ecommerce strategy, design & development, marketing strategy, analysis and reporting

Continuity Club Online Sales (Children's Books & Merch) – I consulted to Black Dog Books to develop the physical product line 'Romeo's World', a children's book club. I directed production of the 10-book hardcover series in conjunction with an author and illustrator and designed the merchandising strategy and offer, which included stickers, a custom print school backpack, a plush toy and a reward/discount card for third party products and services. My role for this client also included website design, marketing materials, development of custom landing pages for online direct marketing campaigns, sales and customer service administration tools (for inbound phone support), sales and tax reporting modules and customer retention reporting. There was a requirement for a customized referral tracking system to manage ad buys and partnerships with 3rd party online publishers, which was critical to the sales channels being used by the client to drive consumer traffic to their various web properties. I also produced and oversaw integration of the sales/admin system with the fulfillment house.
Client: Black Dog Books LLC (RomeosWorld.com)

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Project scope:
Ecommerce strategy & development, analysis, reporting, offline marketing

Perfume eCommerce Store – Designed and developed ecommerce store featuring some 5000+ perfume and cologne items and related merchandise. The business sourced its product through a drop-shipping arrangement with a market leader in the space. The web store featured daily inventory synchronization with the supplier, daily fulfillment and custom labeling. The project encompassed detailed reporting of sales by category and SKU, as well as purchase patterns for bundling opportunities and offline sales. I was also responsible for email marketing which made heavy use of Lyris HQ for list segmentation, following up on store visits with special offers based on products viewed in previous shopping sessions. I produced a catalog mailer featuring the most popular and profitable products for both online and inbound phone sales, targeting a list of some 50k catalog buyers.
Client: Celebrities LLC (ScentByMe.com)
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Project scope:
Lead acquisition, design & development, systems integration, online marketing

Online Lead Acquisition – I contracted for a law firm to generate leads for bankruptcy and DWI/DUI's. I designed and developed a lead capture path using video and flash-driven state county map, with free downloadable reports as an incentive to generate business leads. Integrated online database with office-based legal CRM system, Goldmine. Google Adwords advertising campaign management. This saw a 45% decrease in lead costs and 100% increase in Chapter 7 & 13 filings.
Client: Humpleby Law PC (Humpleby.com)
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Project scope:
Marketing strategy, production, development

Online Directory Hub – I was contracted to build a hub of 8 niche dental directory websites for US cities with the goal of selling advertising space and driving web traffic to strategic advertising partners. I sourced all dentist data, integrated Google maps and a zip code search functionality, oversaw production of unique content for each website with specific regard to best SEO practices.
Client: USA Dental Hub (example: www.DentalChicago.org)
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Project scope:
Online strategy, Ecommerce , acquisitions / CRM

Arthouse eCommerce and marketing – I contracted to work with Sydney arthouse New Imaginism to produce some 35 websites showcasing multimedia artworks for sale through a membership model that I designed and implemented. Further, my role encompassed lead acquisition, CRM (using SugarCRM platform), html newsletter creation and email marketing campaigns to drive sales. I also worked with stakeholders internally and external PR teams to deliver brand message effectively.
Client: NewImaginism (Newimaginism.com)

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Project scope:
eCommerce / CPA mini-site

Beer Of The Month Club, online affiliate sales– I designed a site to sell
memberships to a microbrewery beer of the month club. It featured direct
integration with payment gateway, an administrative back end and an affiliate
management system designed for Cost Per Acquisition (CPA) Network publishers.
Client: Clubs Of America (GreatClubs.com)

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Project scope:
Ecommerce strategy & development, hardware integration

Event Ticketing eCommerce Solution – I contracted with Bigtime Records to build
their corporate website and online ticketing ecommerce store. I was responsible for
production of the site, setup with merchant account, custom development on
ecommerce engine Magento and generation of unique barcoded tickets to events. I
managed a team of developers to produce a custom application the scan and
validate tickets at event locations, using Symbol handheld barcode scanners.
Client: Big Time Records (www.bigtimerecords.com)

June 2006 – May 2007
Marketing Manager, Media Buyer, Business Development Manager
iMarketing sold to publicly listed media company Photon Group
(www.photongroup.com) and I was tasked with establishing US headquarters in
Chicago, IL. This sales/marketing and business development role encompassed
pitching for new business, overseeing account management and media buying,
partnerships with external media agencies and online marketing consulting.

* Product development
* Advertising campaign management / media buying
* Affiliate / CPA marketing
* Lead generation
* Business development

Project scope:
marketing strategy, ad design, testing, analysis, reporting

Voice Over IP Product – Developed and pitched RFP in conjunction with IceBox
Advertising to win the business of voice over IP company, VOIP.com. I consulted on
creation of the consumer offer, marketing strategy, landing page design, ad banners
and html email content, and provided email split testing and optimization services.
Qualitative assessments driving optimization were acquisition costs, click-through
rates, conversion rates, pricepoint and lifetime customer value.
Client: VOIP.com (www.Voip.com)
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Project scope:
campaign design, business development

Beauty & Skin Care eCommerce & Lead Acquisition – Supplied the design of lead generation campaign design (email and mini-site). I pitched a co-branding strategy between 'Yes To Carrots' skin care line and Walgreens online store (largest US Pharmaceutical retailer) to the national buying manager and online marketing manager. Yes To Carrots went on to secure shelf space in over 6000 US retail locations based upon the success achieved with the Walgreens' web store.
Client: Yes To Inc. (www.YesToCarrots.com)

May 2003 – June 2006 (Sydney)
Marketing Manager, Media Buyer, Business Development Manager
As marketing manager at iMarketing (a division of www.iMegaGroup.com), I led a team of online content producers, account managers and developers. The agency's services encompassed consulting and product development, performance-based marketing (Cost Per Acquisition - CPA) and online media buying, online marketing intelligence and testing, analysis and optimization services.

I was responsible for hiring and training of staff to fill support roles, in addition to the following areas:

- Product creation / offer creation
- Advertiser Management
- Sales and Marketing
- Media Buying
- Affiliate / CPA Network management
- Business Development
- Analysis and reporting

Project scope:
marketing strategy, online sales

Direct Marketing Online Software – created sales copy and display ads, generated sales in excess of $800k in 12 months through affiliate networks.
Client: Elite Inner Circle (www.BrainBullet.com)
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Project scope:
product development, optimization, data mining, sales

Online Advertising Intelligence Platform – I was instrumental in concept, design, development, user experience testing, promotion through trade shows, follow-up email marketing and special promotions. I also provided competitive analysis data mining services and reports across many verticals such as the mobile space. (Mobile Messenger, a market leader in mobile technology and content.)
Client: iMega Group (www.imegagroup.com)

January 2000 – May 2003
Freelance Sound Engineer

Recording Engineer at Fresh Music and Tiger Studios producing TV/ radio spots and corporate audio/video presentations.

January 1997 – January 2000
Sound Engineer
Head Engineer at Glasshouse Studios, recording and producing albums for commercial release.

December 1989 – January 1994
Sound Engineer
Assistant engineer at Studios 301 with music production company Song Zu, working under legendary Beatles sound engineer Richard Lush. Graduated to Engineer and continued with Song Zu producing music for television commercials. Radio voiceover engineering with Evansound.

EDUCATION

University Of Technology Sydney
Batchelor of Engineering (Electrical) 1.5 years
Bankstown Grammar Yr 12 HSC (Senior Year)

COMPUTER SKILLS

MS Word, Excel and PowerPoint; Adobe Photoshop, Imageready, Illustrator, Indesign; Dreamweaver; MYSQL, PHP, HTML, Javascript, CSS; Wordpress (CMS/blogging); Joomla (CMS); Modx (CMS); Magento (ecommerce);

Many ad management systems, analytics programs, email marketing platforms, media buying systems, performance marketing tracking platforms.

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