



## Nicholas Exposito

4438 E Hubbell St. Phoenix, AZ 85008 913-406-0313 nexpos@gmail.com

### Profile

Creatively driven and rapidly adapting digital marketing guru with proven experience in growing large online communities for any brand or industry. Quick learner with hands-on experience in the latest media, production, and creative software. Well-versed in the world of digital advertising and brand management. Constantly looking for new challenges that can improve not only my career but also myself.

### Experience

#### **SR. SOCIAL AND DIGITAL MARKETING MANAGER, KAHALA BRANDS LLC; SCOTTSDALE, AZ — NOV 2016-AUG 2017**

Responsible for managing a team of digital marketing specialists. Supported a portfolio of national and regional brands (including Pinkberry and Cold Stone Creamery) through high-quality content and dynamic campaigns. Made recommendations on art direction, copy, and placement of ads. Prepared reports and analyses of engagement statistics and ROI. Conceptualized and oversaw video projects across all digital channels both in-house and with third party vendors.

- Developed strategy and executed on campaigns with the Discovery Channel, Pop Sugar, Scary Mommy, Snapchat and Warner Bros.
- Prepared reports and analyses of email campaign effectiveness and advised brand marketing teams on opportunities for optimizing on various A/B testing suggestions.
- Oversaw MTM digital ad strategy and reports on ad delivery and effectiveness for social, display, and search.
- Biggest win: Cold Stone's 900% engagement increase over the past 6 months.

#### **SOCIAL MEDIA TEAM LEAD/COMMUNITY MANAGER, G/O DIGITAL; PHOENIX, AZ — NOV 2014-NOV 2016**

Managed all social platforms for a multitude of clients across the U.S. working within industries such as automotive, healthcare/lifestyle, retail, education, and finance. Responsible for creating monthly content, media, and digital ad strategy which included, but was not limited to, creating ads, contests, landing pages, and ad personas.

- Managed a team of Social Media Specialists by monitoring and driving performance metrics of the team as well as individual specialists. Acted as coach and mentor — guiding them towards KPIs and coaching individual specialists to maintain the performance of their book of business.
- Raised the average engagement percentage across our different verticals 201% YOY.
- Biggest win: Growing Jiffy Lube DC's Twitter audience by 180% compared to the previous year.

#### **SOCIAL MEDIA/ IT CONSULTANT, SUPERCRO LLC; GILBERT, AZ — MAY 2014-NOV 2014**

Started, created and ran the social media presence of various small and medium businesses in the Phoenix area. Duties included running Google Adwords campaigns, Facebook advertising, managing ad budgets, analyzing and reporting on Google Analytics, running email blasts/maintaining mailing lists, SMS club blasting, and creating social content.

#### **COMMUNITY MANAGER, SITEWIRE; TEMPE, AZ — JAN 2013-MAY 2014**

Managed Kroger Co.'s social media presence, including its most successful social marketing campaign to date.

#### **MULTIMEDIA MANAGER, CAMELBACK VOLKSWAGEN; PHOENIX, AZ — SEPT 2011-JAN 2013**

Produced all image and video web marketing content. Helped move from traditional to digital-only advertising.

### Education

Arizona State University — Bachelor of Arts in Film and Media Studies, 2010

### Skills

Over 6 years of digital marketing experience. Extensive knowledge of Microsoft Office, Fishbowl, Mailchimp Facebook ads manager, Facebook business manager, Snapchat ads manager and Google services such as Google Adwords and Google Analytics. Experienced in using Hootsuite, Vitruv, Brandify, Momentfeed, Spreadfast, Sprout, SOCi and Wordpress. Knowledge of the inner workings of every major social platform including Facebook, Twitter, Pinterest, and Snapchat. Basic understanding of HTML5 and CSS.