NICHOLAS M. WOODS

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PROFESSIONAL SUMMARY

Writer, digital marketing specialist, and web developer with agency and client-side experience developing integrated web properties, and digital marketing programs for live events, B2B, and high-involvement consumer products. Have written and generated creative ideas for publishers, corporate marketing teams and agencies. Adept at finding compelling stories amid technical or abstract topics, and uncovering audiences who act on them.

TRAINING & EDUCATION

**University of Wisconsin - Milwaukee**

*Thinkful Front-End Web Development Certification (October 2019 - present)*

Technical full-stack coding bootcamp/training covering technologies on both client and server sides, including React, JavaScript, JQuery, JSON, CSS and HTML.

**University of Wisconsin**

*M.B.A. - General Management (September 2010 - May 2013)*

*B.A. - Journalism (September 2003 - December 2006)*

*B.A. - Communication Arts (September 2003 - December 2006)*

Focus on strategic marketing communications, media, and small business management.

RELATED EXPERIENCE

**Sewart Real Estate Group**

*November 2019 - present*

Freelance luxury real estate copywriter, web developer, digital marketing specialist

**Brandywine Coffee Roasters**

*October 2019 - present*

Freelance retail food/bev copywriter for weekly merchandising, marketing, and social media

**Covert9**

*October 2019 - present*

Freelance agency copywriter for food/bev and enterprise services clients

**Dealer Inspire**

*April - September 2019*

SEO Copywriter for digital marketing agency serving the automotive and financial services industries. Wrote

and published 500+ 300- to 500-word articles for Dodge, Jeep, RAM, Chrysler, Mercedes-Benz, and

pre-owned car dealerships between April 2019 and September 2019.

**X-Ray Arcade**

*July 2017 - present*

Founded and acted as general manager and talent buyer for alternative events space and live music venue. Hired all

food/beverage service staff and event production personnel. Provided go-to-market and PR strategies, and promoted,

produced, and coordinated events with social media and press contacts.

**Ontario Systems, LLC** 2013 – 2018

Senior copywriter, blogger, and social media specialist for the leading supplier of technology and services to the receivables management industry – *Copywriter from 2013 – 2015; promoted in 2015*

* Managed associate community using Dynamic Signal’s VoiceStorm software platform to more than double referrals to ontariosystems.com, and triple referrals to the Ontario Systems blog.
* Researched, developed, and wrote SME blogs, case studies, press releases, email, whitepapers, ebooks, corporate communications, and trade show signage and collateral.
* Wrote and/or edited all website copy upon redevelopment in early 2013.
* Maintained company YouTube channel, and produced a variety of video content including testimonials, case studies, advertising, and webinar replays.
* Served as creative services manager, proofing work from other team members and executives.
* Acted as project manager for annual user conference mobile app and gamification.

**VICE Media, LLC** 2015 - 2016

Freelance contributor to MUNCHIES channel

* Wrote blog content covering Midwest food topics, including the cheese industry, fine dining, local interest, agribusiness, politics, and regional events and festivals.

**William Eisner & Associates [dba Nonbox]**  2011 - 2013

Content developer/copywriter with the Milwaukee area’s leading boutique advertising agency

* Acted as lead social media consultant and copywriter for agency employees and clients including Johnson Controls, Scheels, CARE Network, Spring Green, Bayshore Town Center, and the Eisner Creative Foundation.
* Wrote all digital agency content, posting to and monitoring Nonbox’s blog, Twitter, and Facebook feeds.
* Curated content from and student outreach to UW-Madison, Marquette, and MIAD advertising students.
* Founded the agency’s targeted Firehose newsletter.
* Acted as ghost writer for the agency’s CEO/Creative Director and other partners.

**RedPrairie Corporation**  2008 - 2011

Corporate Marketing Specialist with leading supply chain and retail technology provider – Promoted from PR Specialist position after two years

* Wrote and edited copy, and acted as social media contact for all written marketing collateral distributed on behalf of the company.
* Developed, edited, managed, distributed, and promoted a variety of materials including video content, direct mail, e-mail, Web copy, ad copy, newsletters, white papers, case studies, event signage, interviews, blogs, and ebooks.
* Developed the company’s overall Social Media Plan, and managed and maintained the company’s presence on Twitter and LinkedIn. Developed the company’s Writing Style Guide.
* Managed the company’s day-to-day public relations program until 2010, authoring, editing, and distributing over 150 press releases.
* Managed media relations and outreach by maintaining relationships with key media personnel, providing media coaching to RedPrairie spokespeople, and contributing to placement in The Wall Street Journal, USA Today, CIO Magazine, InformationWeek, and a wide range of trade publications for a variety of industries.

**Freelance Manager, Tour Manager, Booking Agent, and Musician**  2003 - present

* Contribute content featured on Vice, The AV Club, Last Call with Carson Daly, Alternative Press, Punknews, Purevolume, and more.
* Represent musicians and non-profit organizations as founder of incorporated talent booking/buying firm. Manage the Milwaukee area’s oldest recording studio.
* Set up, manage, and promote more than 1,000 events since 2003, including events in mainland Europe, UK, and Brazil; have organized events for nearly 50 touring clients in every U.S. region.
* Managed a team of three musicians, a business manager, multiple video editors and producers, a retained graphic designer, merchandise production and fulfillment personnel, and two booking agents.
* Wrote and produced three full-length albums released on both vinyl and CD, three EPCDs, five 7” vinyl singles, several digital singles, and more than a dozen music videos.
* Built several Web sites, and increased average daily Web traffic for several clients by over 500% using social media and SEO strategy.
* Assembled, organized and managed over 200 canvassing staff.
* Designed promotional materials and Web sites with Adobe Creative Cloud applications.
* Analyzed markets through self-assembled data with Tableu, Microsoft Mappoint and Excel.
* Volunteered expertise by organizing benefit events for UNICEF, World Youth Day, and the Wisconsin Breast Cancer Coalition.

RELATED SKILLS

* Full-stack web development
* Adobe Photoshop & InDesign (Advanced)
* Social Media - Hootsuite, VoiceStorm, TweetDeck, Hubspot, Refollow, and more (Advanced)
* Microsoft Office (Advanced)
* ProTools, GarageBand and general recording technique (Advanced)
* iMovie and general camera technique (Junior)

SELECTED AWARDS & HONORS

* Milwaukee Journal-Sentinel “Artist To Watch” (2014)
* BMA Excellence Award (2012)
* Moosejaw Mountaineering Competitive Marketing Campaign Winner (2006)
* Ignatius Academic Scholarship Award Winner (2003)
* Rev. Thomas Neary Excellence In Public Speaking Scholarship Winner (2003)