Niklaas Dumroese

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Education

Bachelor of Arts: Political Science   The University of Montana | Montana, USA   Aug. 2011 - Dec. 2016

Moscow High School   Idaho, USA   Aug. 2007 - June 2011

Work History

Advertising and Monetization Advisor | LegalTech.ai

Berlin, Germany | Sept. 2017 - present

Freelance advisory position with LegalTech.ai, an early-stage web-based startup that will serve as a platform to connect for legal professionals and technology leaders. LegalTech.ai will connect people, develop AI tools and disrupt the legal industry of the future. Personally responsible for developing monetization strategies, PR campaigns, early-access list-building and lean marketing campaigns.

Digital Strategist | GeoFli

Montana, USA | May 2017 - present

Developed and implemented digital marketing strategies for a digital advertising agency and SaaS startup. Improved measurement of conversions, engagement and revenue for clients using Google Tag Manager and Google Analytics. Identified re-marketing audiences and worked with clients to develop unique, needs-based measurement strategies for their advertising campaigns. Developed and analyzed inbound PPC, social and drip marketing campaigns with Google AdWords, Google Analytics, Facebook Business Manager, Mailchimp and LinkedIn Business. Built and designed landing pages on various CMS platforms and by hand to increase conversion rates.

Business Manager | Montana Kaimin

Montana, USA | May 2016 - Dec. 2016

Oversaw the 50-person payroll budget, directly managed marketing and sales teams and transitioned the Montana Kaimin newspaper to digital-first publication and advertising. Developed and analyzed social media and email marketing campaigns for advertising partners of the paper. Innovated and documented quality control and workflow protocols.

Marketing Director | Montana Kaimin

Montana, USA | May 2015 - May 2016

Developed paid social media, email marketing and print advertising for the newspaper. Increased online advertising impressions from 10,000 to 75,000 per month. Ran a successful multi-platform marketing campaign for student elections.

Skills

Data Analysis (R, Excel, Google Analytics)

Web Development (HTML, CSS, JavaScript)

Search Engine Marketing (Google, Bing)

CMS (Wordpress, Squarespace, Shopify)

Data Visualization(tableau, *Adobe Illustrator, JavaScript, Leaflet.js)*

Graphic, Page and Web Design

Email Marketing (Mailchimp/Klavyio)

Social Media Management (Facebook, LinkedIn, Twitter)

Project Management

Content Creation (Writing, Photography, Graphics, Audio/Video Editing)