

Nicholas Paul

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Digital marketing specialist with hands-on experience in SEO, PPC, email marketing, and product launches. Skilled in managing campaigns, driving lead generation, and executing brand strategies for law firms and health product brands.

Professional Experience

Digital Client Specialist
CIM Marketing Partners, Las Vegas, NV
Nov 2024 – Present

- Used SEMrush for keyword strategy, audits, and competitor analysis, doubling traffic for key legal clients
- Managed \$10K+ in Google Ads monthly; lowered CPC by \$100+ and boosted leads by 20+ /month
- Ran A/B tests across 10+ Meta Ads ad sets, raising CTRs 2–3% within one month
- Built Looker Studio dashboards to present results and guide client decisions
- Implemented GTM tracking for scroll depth and attribution across multiple landing pages
- Enhanced landing page performance using WordPress and Oxygen, raising conversion rates by 7%+
- Led product marketing for wellness initiatives via email, social media, and event campaigns
- Directed large-scale in-person summits, overseeing promotion, registration, and speaker coordination.

Outside Sales Assistant
Shetakis Wholesale Food Distributors, Las Vegas, NV
Oct 2023 – Jun 2024

- Maintained client relationships and revised pricing bids for accuracy and profitability

Marketing Research Intern
Seidewitz Group, Las Vegas, NV

- Observed qualitative interviews and assessed product-market fit using customer insights

Marketing Strategy Intern
Bliss Divorce, Las Vegas, NV

- Shaped email marketing and positioning for an AI-driven legal tech startup

Education

University of Nevada, Reno | May 2023
B.S. Business Administration, Marketing

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Skills & Certifications

Certifications: Google Ads (Search, Display), Google Analytics, Meta Certified Digital Marketing Associate, HubSpot SEO I & II

Tools: Meta Ads, GA4, Looker Studio, GTM, WordPress, Elementor, SEMrush, Oxygen, Google Ads, CRM's

Skills: Local SEO, Campaign Strategy, Lead Generation, Event Promotion, Client Communication