

Nicholas Frazier

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What will we accomplish today?

Des Moines, Iowa
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Work Experience

Meredith Corporation, Des Moines, IA

Assistant Manager – Email Operations *July 2018- Present*

- Helped exceed our team goal of more than 115,000 subscribers during the fiscal year of 2019
- Coordinated with creative and data teams up to 3MM email sends per month
- Migrated hundreds of creative elements from our old TIME Inc. environment into the newly consolidated Meredith Salesforce Marketing Cloud (SFMC) environment
- Developed new privacy policies, AMPScript protocols and other team processes helping save time and ensuring deliverability for future email sends
- Maintained and created automated drip-campaigns for over 30 Meredith titles through SFMC

Agilent Technologies (Formerly AATI), Ankeny, IA

Email Coordinator *December 2017- July 2018*

- Delivered a steady stream of leads to our sales team at half the projected cost per lead, roughly \$450
- Project managed and developed copy for all outgoing emails and corresponding landing pages via Salesforce, Pardot & Third-Party vendors to generate warm leads
- Developed a standardized reporting process on key metrics such as unique open rates, CTR, CTOR, and incorporated Google Analytics Data highlighting time on site, bounce rates and lead generation
- Utilized Pardot marketing automation to create drip campaigns, automation rules and scoring guidelines for prospects, and lead capture forms for a variety of scenarios

R & D Industries, Ames, IA

Marketing Manager *June 2015-February 2017*

- Implemented a \$50,000 B2B brand awareness marketing campaign targeting local business leaders utilizing radio, newspaper, online, social media & direct mail marketing generating 5-7 weekly impressions per target
- Identified 2,000 prospective Rocketfailover clients who were targeted with an 8-week ad campaign utilizing MailChimp and direct mail marketing
- Directed a company-wide rebranding for all marketing collateral, website content, SEO, SEM and lead capture methodology utilizing marketing funnels, Google AdWords & Analytics and MOZ analytics
- Project managed all marketing material for two separate product launches called RocketFailover and iStatus focusing on the internet connectivity in the hospitality industry

Leadership Experience

Adam Tiernan Racing

Media Manager January 2018 – Present

- Manage the photography and social media presence with the team while also helping maintain the car throughout the race season by constantly checking tire pressure and asking what wrench is needed.

Ethos Magazine

Director of Public Relations Aug 2014-Dec 2014

- Managed an 8-member team as Director of Public Relations increasing Twitter following by 30% and reaching an average of 1,000 students per Facebook post

Education

Iowa State University, Ames, IA 2015

Speech Communication | Advertising | Minor in General Business