

Dean Nicholas

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Talented, highly accomplished writer, editor, and marketing and communications professional. Able to provide traditional and digital communications expertise to help sustain revenue through visibility, brand building, and website and image management, in competitive business markets.

Effectively manage the building of digital and social media strategy around brand, business needs and requirements, audience engagement needs and potential, and creative content development. Maintain up-to-date knowledge of evolving technologies in social platforms.

Key Skills / Areas of Expertise

- Content Planning, Writing, & Editing
 - Digital Media & Digital Marketing
 - Advertising & Marketing Campaigns
 - Strategic Planning and Implementation
 - Editing / Proofreading / Editorial Operations
 - Social Media / SEO / Content Curation
 - Video / Podcasting Production
 - Digital Brand Management / Website Design
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Career Experience

History Today Magazine, London, United Kingdom

Head of Digital, 4/2011 – 12/2016

Engaged and grew audience for the digital version of the world's leading and most respected history magazine. Managed editorial team supervising all digital channels. Guided online products and strategies; served technical lead and owner of editorial for historytoday.com. Developed digital strategies to heighten brand awareness, increase site traffic, and deepen engagement with key audiences. Authored handbook and provided training on social media policy and best practices.

Key Contributions:

- Led website management and total user experience. Wrote content for website, social media, newsletters and more. Managed site migration project, including architecture, coding, and design.
- Maintained knowledge of digital best practices across channels. Developed new revenue streams through advertising sales, and social media marketing and sponsored content.
- Oversaw content calendar and coordinated online editorial. Focusing on brand consistency, managed social media accounts, and created new approaches to marketing and curating original content.
- Improved and personalized user experiences. Invented and created the History Today app and digital edition. Controlled editorial and design after launching into App Store and on Google Play.

UK Government / Central Office of Information, London, United Kingdom

Digital Producer, 6/2009 – 4/2011

Scoped, managed and ensured end-to-end delivery of all digital projects. Developed and launched new website for the department's Media Monitoring Unit. Guided smooth transition of project from initial stages of production to final delivery. Held full accountability for all phases of development, including defining initial specifications, planning design, preparing tender to external developers, ensuring adequate/proper testing, and delivery of site project goals, on time and within budget.

Key Contributions:

- Prepared well written daily digests of government-related current events from television, print and radio, updating senior Members of Parliament and departments.
- Helped to improve public access to governmental digital services. Assisted with cross-departmental project eventually launched, in 2012, as gov.uk.

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AOL Europe, London, United Kingdom

Senior Editor, 1/2006 – 11/2008

Provided editorial leadership to ensure meeting of publishing deadlines as Senior Editor for AOL Search Division. Held full responsibility and ownership of all editorial projects, including the overall look and feel of site. Served as internal editorial resource for implementing, across all departments, search engine optimization best practices.

Key Contributions:

- Performed oversight of editorial content and comprehensive writing and editing services across entire suite of AOL web properties.
- Monitored key performance indicators. Produced, for company directors, weekly performance reports on web properties using Google Analytics, ComScore, WebTrends, and other resources.
- Coordinated editorial activities. Generated ideas and concepts, wrote copy, and sourced necessary photos/images.

Londonist, London, United Kingdom

Senior Editor (Part-time), 12/2005 – 8/2013

Contributed to content for publication that explores London and everything it has to offer. Researched topics, generated story ideas, wrote and edited new content, daily, in a fast-paced newsroom environment.

Key Contributions:

- Managed assignments and social media accounts. Met deadlines as part of editorial team. Delivered IT support.
- Contributed to website redesign and helped with migration efforts. Provided Wordpress platform training for staff.

Education and Credentials

Bachelor of Arts (Hons), Film and Communications

University of Westminster– London, UK

High School Diploma

Tiffin School– London, UK

Technical Skills & Proficiency

Microsoft Office (Word, Excel, Outlook); Excellent knowledge of HTML, CSS, Javascript, SQL, Wordpress, Drupal, Google Analytics, Omniture, Hootsuite, Adobe Photoshop, Dreamweaver, InDesign

Languages

English (native); Spanish (high level command); and French (basic)

Immigration Status

British citizen and a Permanent Resident of Canada with right to work in both countries