

NICHOIAS SKEBA

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EDUCATION

UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

Chicago, IL

Entrepreneurial Studies

June 2015 - Present

- Obtained a grant of \$2500 from the National Science Foundation for a new startup, "InsightByte"
- Enrolled in a lab course called "Entrepreneurial Discovery" to gain insight into developing my startup idea

WESTERN MICHIGAN UNIVERSITY

Kalamazoo, MI

Major: Bachelor of Business Administration (Marketing) Minor: German, Math

Sep 2003 - May 2007

- International Programs Council Member: assisted international students through cultural programs and support in acclimating to the US
- Tennis Club President/Co-Founder: recruited members and organized events to gather tennis enthusiasts

RHEINISCHEN FRIEDRICH WILHELMS UNIVERSITAET

Bonn, Germany

German Studies (Study Abroad)

Mar 2006 - Aug 2006

- Received Presidential Grant to study the German language abroad

EBERHARD KARLS UNIVERSITAET

Tuebingen, Germany

German Studies

May 2007 - July 2007

- Studied German including an advanced course which dealt with reading, writing and graph interpretation
- Passed the German language proficiency test for admittance into a German university

EXPERIENCE

Skeba Digital Corp

Chicago, IL

Founder/President

August 2007 – present

Internet marketing firm specializing in content management, website development and research of new web opportunities.

- Responsible for management and operations of 10+ digital properties with over \$500k in revenue in FY14, including sampleaday.com, canadasamples.com and printablecouponcode.com
- Achieved subscriber base of over 300,000 active subscribers over 7 years through search engine optimization, website enhancements, daily newsletters and key word analysis
- Analyze website analytics to create new growth strategies, including providing local and national location-based offers to site users resulting in 3x more site traffic
- Directly manage off-shore programmers as well as three US-based employees for site content development
- Utilize programming knowledge for server applications and HTML programming
- IZEA.com Website Award winner for highest Real Rank (traffic) on IZEA networks in February 2008 and recognized in the Detroit Free Press for the company's Facebook marketing strategy in 2013

The Law Office of Scott M Aaronson

Detroit, Michigan

Marketing Consultant

May 2013 – present

- Developed digital marketing strategy to attract new clients through enhanced search keywords, site landing pages and Google AdWord campaigns to increase profitability of digital efforts
- Created additional marketing tools, such as 1-800 numbers and creation of company website

SprachCaffee

Frankfurt, Germany

Intern –Web Development and Marketing

Aug 2008 – Jan 2008

Global network of international language schools for providing personalized language courses for students, individuals and business professionals

- Translated company websites from Spanish and German into English to provide a seamless experience for site visitors
- Implemented digital marketing cost saving initiatives through Google keyword analysis and optimization

ADDITIONAL

- Avid traveler who is fluent in German and Spanish; have lived in Germany and Argentina
- PAWS Chicago volunteer – nurse and foster shelter animals for adoption
- 826CHI Volunteer – tutor students in science, math, English and writing