

NICHOLAS SKEBA

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SUMMARY

Product marketing and growth expert looking for digital marketing roles after completing an intensive one-year MBA in Berlin at the European School of Management and Technology. Thinks like an entrepreneur to create out of the box strategies, formulating innovative solutions to specific challenges. Thrives in a data driven environment.

CERTIFICATIONS

- SQL Data Analytics • Tableau • Professional Scrum Product Owner (PSPO) • Amazon Ads • HubSpot • Google Ads
- Google Analytics • Hootsuite • SEMrush SEO • UX (General Assembly) • Python (In Progress)

EXPERIENCE

Customer Acquisition and Retention Consulting Project

Oct 2019 – Dec 2019

DiscoEat GmbH | Berlin, Germany

Restaurant discovery platform offering time-based discounts for customers and new acquisition channels for restaurants

- Led a five-member team, coordinating tasks within Asana to analyze syndicated customer data, perfecting the customer journey from sign up to referral, which led to 30% referral increase after retooling end to end referral process.
- Spearheaded weekly strategy meetings, discussing product and brand ambassador campaign to executive stakeholders (CEO, marketing lead), defining referral strategy based on positioning, pricing, and operation cost.
- Utilized large data sets to extract insights and optimize customer acquisition strategy with the effect of improving ROI.
- Developed project landmarks, reaching deadlines set in early project development of the referral program.

SaaS Product Marketing and Growth Strategy

Sep 2015 – Dec 2018

CostBrain LLC | Chicago, IL

Co-founded restaurant analytics platform after awarded \$5000 research grant to understand business owner pain points

- Conducted proactive consultative needs analysis for new and existing customers, developing improved experience.
- Interviewed 50 potential users, analyzing results with team to define target audience for SaaS product, defining optimal channels to understand competitive landscape and target persona needs.
- Researched social media channels to identify influencers and develop/execute outreach strategies.
- Optimized social media strategy within social media insight tools, Facebook Insights and Hootsuite, outlining enhancements to the social media plan on networks including, Facebook, Twitter, LinkedIn, YouTube.

SEM / SEO Campaign Manager

Sep 2008 – Dec 2018

Skeba Digital Corp | Chicago, IL

Founder of small five employee firm focusing on paid ad campaigns, content SEO, and social media optimization

- Increased CTR 50% monitoring digital marketing assets within Google Analytics (email, web banner, social media, web page) using A/B testing to refine layouts and determine highest performing campaigns.
- Onboarded, trained, and oversaw 3 copywriters to implement content strategy formulated from Analytics analysis.
- Owned new customer growth, amplifying site traffic from 20k users per month to 500k users by directing team to compose content in WordPress CMS, while training new hires to utilize SEMrush and Ahrefs for onsite optimization.
- Improved organic traffic over 1 million monthly visits across a range of content sites, utilizing SEO best practices.

EDUCATION

Master of Business Administration

Dec 2019

European School of Management and Technology | Berlin, Germany

- Entrepreneurship Club VP, Speaker and Event Organizer

Consumer Behavior and Theory MBA Module

Oct 2019

Yale School of Management | New Haven, CT

Bachelor of Business Administration

May 2007

Western Michigan University | Kalamazoo, MI

SKILLS

- Languages:** • English: Native • Spanish: Advanced (B2) • German: Advanced (C1)
- Design:** • HTML • CSS • JavaScript • Adobe Creative Suite (Photoshop, Illustrator)
- Marketing:** • SEO • CRM • Ahrefs • SEM • Ad Platforms (Facebook, Bing, Twitter, Google AdWords)
- Tools:** • Jira • Asana • Microsoft Office (PowerPoint, Word, Excel, Teams) • Google Webmaster • SQL