

NICHOLAS SKEBA

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MBA graduate and digital marketing expert. Currently owns customer growth through CRM in order to automate end-user activation for Parallels GmbH. Drives these campaigns by gaining buy-in from stakeholders and upper management.

EXPERIENCE

Lifecycle Marketing Manager – CRM

Aug 2020 – Current

Parallels GmbH | Seattle, WA | *Virtualization software for macOS with annual sales of \$90 million.*

Driving acquisition through multiple-channels by taking ownership in strategic marketing campaigns.

- Collaborated with automation, CRM and design teams to optimize technical and messaging set-up for campaigns.
- Owned end-to-end email and IPM within CRM, improving acquisition 20%+ within segmented campaigns.
- Surpassed \$2 million+ over quarter revenue goals working cross collaboratively to A/B test and implement campaigns.
- Added \$30k revenue within 2 months by developing campaigns reactivating lapsed customer subscriptions.
- Improved customer retention over 15% through developing cart abandonment and subscription renewal campaigns.
- Ownership of entire lifecycle process, transactional, behavior-triggers, churn prevention, win back and subscription.

Lead Generation Marketing Internship

Oct 2019 – Dec 2019

DiscoEat GmbH | Berlin, Germany | *Restaurant discovery platform offering new acquisition channels for restaurants.*

Led a five-member team to analyze syndicated customer data in order to perfect the customer sign up journey.

- Improved new subscriptions 30% utilizing existing customer base as a source of referral traffic.
- Spearheaded weekly strategy meetings, presenting strategic recommendations to executive stakeholders (CEO, marketing lead), defining referral strategy based on positioning, pricing, and operation cost.
- Utilized data analytics to extract insights from SQL in order to develop and optimize customer acquisition strategy.

Product Marketing Manager – New customer growth

Oct 2016 – Dec 2018

CostBrain LLC | Chicago, IL | *Co-founded restaurant analytics platform after awarded \$5000 research grant.*

Managed marketing and development of SaaS analytics product from concept to finalized product (mobile and web app.)

- Strategy and planning of all CRM campaigns, automating and constantly end user activations.
- Improved app store listing and performance over 20% through A/B testing and value proposition improvement.
- Improved CTR 50% by monitoring digital marketing assets within Google Analytics (CRM, SEO, Paid Ads) using A/B testing to refine layouts and determine highest performing campaigns.

Marketing Manager – Paid Ads / SEO Strategy

Sep 2008 – Aug 2018

Skeba Digital Corp | Chicago, IL | *Founder of small five employee firm focusing on paid ad campaigns and content SEO.*

Used performance marketing to create a network of content sites pushing referral marketing campaigns and ads.

- Increased organic traffic +200% by conducting a complete technical content SEO audit and content strategy.
- Onboarded, trained, and oversaw 4 employees to implement content strategy formulated through SEO tools.
- Owned site growth, amplifying site traffic from 20k users per month to 1 million views per month leading to yearly revenues in excess of \$400k through effective CRM and paid ads campaign setup.

EDUCATION

Master of Business Administration

Dec 2019

European School of Management and Technology | Berlin, Germany

- *Entrepreneurship Club: Leader, 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: • **German:** Advanced (B2) • **Spanish:** Advanced (B2) • **English:** Native

Web: • HTML (CSS / JS / PHP) • UX* • Adobe Creative Suite (Photoshop, Illustrator)

CRM: • HubSpot* • BlueHornet • Customer.io • Hootsuite*

Tools: • Jira • Asana • Microsoft Office (PowerPoint, Word, Excel, Teams)

Paid Ads • Facebook* • Bing • Twitter • Google AdWords* • Amazon Ads* • Google Ads Display*

Analytics: • Tableau* • SQL* • SEMrush* • Google Analytics

**includes professional certification*