

NICHOLAS SKEBA (they/them)

nicholas.skeba@mba2019.esmt.org • [linkedin.com/in/nicholas-skeba](https://www.linkedin.com/in/nicholas-skeba) • skeba.info/portfolio

MBA graduate and product marketing expert. Currently manages lifecycle activities such as growth and retention for Parallels, a part of Corel. A data driven strategist with strong cross functional communication skills and B2+ German.

EXPERIENCE

Product Lifecycle Marketing Manager | Parallels Aug 2020 – Current

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

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

- Ownership within customer retention, product satisfaction, product engagement and sales conversion.
- Led initiative to playbook and document testing, presenting results and full analysis to internal / external stakeholders.
- Improved sales conversion over 30% through fine tuning every part of the customer lifecycle funnel.
- Surpassed \$2 million+ over quarter revenue goals working cross collaboratively to A/B test and implement campaigns.
- Created customer touch points in order to understand customer needs and formulate them into relevant opportunities.
- Reduced customer retention by over 15% by developing cart abandonment and subscription renewal campaigns.

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 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.)

- Worked with end user (B2B) to develop product features, manage expectations, and meet release deadlines.
- Developed iOS and Android apps by managing international mobile app development teams.
- Increased usage to over 200 active users through app gamification, channel marketing (SMS, mailers, Facebook).

Web Development / Marketing Manager 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 improve user signups to over 200,000 subscribers.
- 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 messaging and optimizing paid ad campaigns.

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) • Marketo

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

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

**includes professional certification*