

Michael P. Nicolos

Marketing Manager

Bachelor of Arts: Sonoma State University

Nicolos.Michael@gmail.com

(916) 340-5313

El Dorado Hills, CA



Expertise:

Branding & Marketing expert with a proven background in increasing brand awareness, driving sales, isolating target demographics and managing campaign projects via digital and traditional marketing resulting in success.

Core Competencies: Self Motivated, Results Driven, Creativity, Data Analytics, Efficiency, Team Collaboration and Customer Service.

- **Branding, Digital & Traditional Marketing**
- Content Creation (Socials, Paid Ads, etc.)
- Project Management & Strategy
- Data Analytics, Tracking, KPIs & ROI
- Networking and Promotional Events

Program Material, Graphic Design, Developing SOPs, Technology Expert (Excel, PPT, Vectors, etc.), Lead Presentation Speaker, Management

Present

Solocin Media LLC, Founder: *Digital Marketing & Web Dev.*

9/26/20 - Present



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As founder of Solocin Media, I have been able to utilize the various channels and strategies I've learned throughout my career in the world of digital marketing to isolate target demographics, expand the brand awareness of my 10+ clients to ultimately drive sales. This role requires a combination of organization, time management, customer service and out-of-the-box thinking to ensure success.

Present

Masterpiece Doors, Marketing → Marketing Manager

10/22/19 – 5/15/23



Alpharetta, GA

As Marketing Manager at Masterpiece Doors, my role was to ensure brand integrity and drive sales. Upon my arrival I focused on redesigning the website, adding new features, utilizing social media and optimizing the sales process. This resulted in a large increase of website traffic (10x) and leads (6x), while monthly sales went from an average of \$70,000 a month to well over \$150,000 a month within the first year.

2019

Pacific Dental Services, Marketing Specialist → Univ. Relations

2/14/16 – 5/2/19



Rancho Cordova, CA

As the Regional Digital Marketing Specialist, it was my role to increase brand awareness for over 60 offices in Northern California. To this end, I utilized social media, social influencers, B2B partnerships, local sponsorships, community drives, promotional events and internal communications. Additionally, I assisted in the optimization of SEO and PPC efforts while developing several analytical programs to identify marketing trends and provide strategic guidance to regional management.

2016

Additional Experience

