

Nick Y. Schultz

I tell stories. | nick@bynickschultz.com | 714.851.4690

SUMMARY

I construct universes of content that inform, build trust, and generate interest. I deliver precision hits with my headlines and subject lines. Each sentence I craft compels my audience to read the next. Let's do work we're proud of.

SKILLS

Brand voice development and governance; write and edit email campaigns, landing pages, newsletters, white papers, ebooks, case studies, blog posts, social media posts, websites, digital advertising, print advertising, industry award submissions, video scripts, brochures, and industry reports; direct-response marketing, content marketing, corporate communications, magazine publishing, AP stylebook; staff management; Adobe InDesign, Photoshop, Lightroom, Figma, Final Cut Pro X, WordPress, Squarespace, HTML, CSS, SEO, SEM, Sprout Social, Hootsuite, Monday, Asana, Trello, Workamajig, Microsoft Word, Excel, Powerpoint, Google Docs, Google Sheets, Zoom, Mac, Windows, photography, videography

PORTFOLIO

bynickschultz.com/portfolio

WORK EXPERIENCE

PriceSpider

Content Manager

March 2021 to present

- [PriceSpider](#) creates retail data technology that captures actionable insights and improves the customer experience
- Drive content and messaging through all marketing channels
- Manage content strategy and assets on the content calendar
- Develop creative content for blogs, ebooks, email campaigns, landing pages, website content, video scripts, and advertising
- Manage freelance copywriters and content providers

Savvy Apps

Content Manager

May 2020 to October 2020

- [Savvy](#) is a digital creative agency with work from Levi's, GEICO, and Toyota
- Create brand recognition through social
- Generate leads by creating thought leadership content, including ebooks and blog
- Collaborate with product, marketing, design, and development teams
- Craft a voice and copy for clients

Autosoft

Senior Content Marketing Manager

October 2019 to March 2020

- [Autosoft](#) builds cloud-based retail solutions for automotive dealerships
- Devise and execute a content marketing strategy
- Generate leads through email campaigns, social, blog posts, press releases, and more
- Write copy and help conceive website redesign and relaunch
- Collaborate with product, design, development, sales, HR, and executive team

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Spireon

Senior Content Marketing Manager

March 2018 to October 2019

- [Spireon](#) telematics solutions provide insights to track, manage, and protect inventory and fleets
- Write and edit white papers, industry studies, case studies, press releases, and more
- Write copy and help conceive website redesign and relaunch
- Help set content strategy for prospect outreach and customer/partner meetings
- Manage brand voice for each vertical market
- Promote customer advocacy by interviewing customers and writing survey questions
- Immediate lift in pageviews from 33 percent to 50 percent in first month of copy updates
- Pageview rises ranging from 784 percent to 6,340 percent during my tenure
- Wrote web pages for targeted campaign that ranked No. 5 in SERP, the only non-competitor-branded page to rank on first page of search results
- Wrote winning submissions for multiple industry awards (Compass Intelligence, Stevie Awards)

DealerSocket

Content Manager

October 2015 to March 2018

- [DealerSocket](#) builds SaaS for 300,000 users at 11,000 lots in the auto dealership industry
- Write and edit content for direct-response marketing campaigns and internal communications
- Own and maintain brand voice for each marketing channel
- Help plan content strategies, campaigns, and copy workflow processes
- Collaborate with sales, product, and subject matter experts for content creation
- Raised campaign email open rates 10 percent during my tenure
- Devised tagline and wrote copy for all lead gen efforts for DealerSocket User Summit 2016
 - Hit goal of 1,000 registrants/attendees
 - Helped stage two product launches, the in second largest lead-generation event of the year
 - User Summit considered a resounding success

Experian

Marketing Specialist, Senior

June 2013 to October 2015

- [Experian](#) is a \$4.8 billion global information services company
- Copy edit marketing and communications, including emails, white papers, and press releases
- Revised Experian North America's brand style guide (a variation of the *AP Stylebook*)
- Contributed occasional copywriting
- Assisted on corporate communications videos: lighting, shooting, and teleprompter

Source Interlink Media (currently known as TEN: The Enthusiast Network)

Managing Editor / Production Coordinator / Copy Manager

Nov 2002 to May 2013

- [Source Interlink Media](#) was an enthusiast magazine publisher of titles such as *Motor Trend*, *Automobile*, *Hot Rod*, and *Surfer*
- Copy edit manuscripts, galley copy, and proof layouts and blueines with InDesign
- Liaise with freelance writers, advertisers, and prepress and press CSRs
- Coordinate production schedules, monthly story assignment sheets, and workflow tracking
- Deliver annual performance reviews for subordinate staff (copy editors and ad ops)
- Revise company style guide
- Occasional assistance with product and feature photography, video, and online content

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West World Productions

Editorial Assistant

September 2000 to November 2002

- [West World Productions](#) is a business-to-business tech magazine publisher
- Proofread, process, and occasionally write articles
- Edit and maintain website copy with some light HTML via Adobe Dreamweaver

KTLA Channel 5 News

Sports Department Intern

March 1999 to August 1999

- [KTLA Channel 5 News](#) is a Los Angeles television station
- Work with videos editors to put together the sports segment on the 10 o'clock news broadcast
- Write copy for the sports anchor to read on air

FREELANCE

Writer

- [YouMail](#), **2020 to present**. Write one blog post per week targeting SEO phrases from the robocall blocking industry
- [ThinkIQ](#), **2021**. Write one blog post per week targeting SEO phrases from the supply chain management industry
- **Baggers magazine, 2013 to 2016**. Write one to two bike features per issue, featured both in print and online; interview motorcycle builders, manufacturers, and celebrities.

Marketing

- [Caddy Bay Collection](#), **2013 to 2016**. Produce product and promotional videos; create social posts, product photography and descriptions, and devise marketing strategies; increased social following by nearly 1,000 percent

Photography

- **Nick Yutaka Photographer, 2009 to 2013**. Shoot weddings, birthdays, corporate events, and portraits; process images in Adobe Lightroom and Photoshop; promote brand through social media and blog; build website with Squarespace, HTML, and CSS customizations

EDUCATION

University of California, Los Angeles — BA, English

INTERESTS

Tech, photography, film/video, design, video games, sports

*References available upon request