

# Nick Schultz

Los Angeles | Orange County | [nick@bynickschultz.com](mailto:nick@bynickschultz.com) | 562-294-5612

Senior Content Marketing Manager | [linkedin.com/in/nickyschultz](https://www.linkedin.com/in/nickyschultz) | [bynickschultz.com/work](https://bynickschultz.com/work)

Strong execution starts with the right strategy. For over 10 years, I've built and led content initiatives that drive growth, boost demand, and deliver measurable business impact. From global enterprises like Experian to high-growth B2B SaaS like Chartboost, I've helped brands define their voice, clarify their messages, and execute with precision.

## PROFESSIONAL EXPERIENCE

### Content Writer, UX Writer (contract)

May 2024 – Present

*Interactive EQ*

Master of the written word and wearer of many hats for AI-powered talent assessment pre-seed startup.

- Authored brand content, including website, ebook, blog, and social media for maximum E-E-A-T (experience, expertise, authority, and trustworthiness)
- QA'd and optimized UX design from off-shore engineers and product managers
- Compliance policy and AI auditing facilitation and management

### Senior Content Marketing Manager

April 2022 – April 2024

*Chartboost*

Head content marketer and resurrector of programmatic advertising brand in the mobile games market.

- Revitalized market presence through content program, resulting in a 15% increase in organic traffic
- Resourced program by building and leading external content team
- Produced content in support of go-to-market (GTM) campaigns in partnership with product marketing
- Developed & implemented content standards and processes, optimizing output by 20%
- Bridged gaps between disparate marketing, product, and leadership teams, unifying messaging
- Socialized assets and wins internally on Slack and calendared content in Monday.com and Asana

### Content Manager

March 2021 – April 2022

*PriceSpider*

Orchestrator of all content activities for B2B retail insights platform.

- Harmonized internal and external teams to brainstorm and develop content topics and outlines
- Conceptualized & copywrote creative for digital ad campaigns that achieved 20% engagement gains
- Optimized brand authority by leading quality assurance on all content
- Facilitated optimal output by leading production via content calendar on Monday.com

### Blog Writer (contract)

May 2020 – September 2022

*YouMail*

Lead scribe of all blog posts for robocall blocking services B2C brand.

### Content Manager

May 2020 – October 2020

*Savvy Apps*

Jack-of-all-linguistics for creative agency, primarily producing social media for mobile game client.

- Grew agency audience by developing thought leadership ebook and blog that drove inbound leads
- Streamlined client social media campaign by ideating and collaborating with account manager

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## Senior Content Marketing Manager

October 2019 – March 2020

*Autosoft*

Silver tongue of B2B SaaS automotive dealership platform.

- Supported brand refresh by developing content strategy: email campaigns, blog, and press releases
- Laid groundwork for content machine targeting increased visibility and lead generation gains

## Senior Content Marketing Manager

March 2018 – October 2019

*Spireon*

Master of semantics for automotive dealer and fleet B2B SaaS platform.

- 90 days in, optimized web content, boosting pageviews by 50% and conversions by 13%
- Longer term, increased impressions by as much as 6,000%
- Executed competitor-branded search campaign content that secured #5 rank on SERP
- Raised brand profile by providing public relations support for toward winning industry awards (Compass & Stevies)
- Added brand authority by writing copy for website relaunch that resulted in 15% engagement uptick

## Content Manager

October 2015 – March 2018

*DealerSocket*

Lead storyteller of the most dangerous brand voice in auto retail B2B SaaS.

- Captured prospects by developing nurture campaigns that achieved a 10% email open rate
- Raised brand profile as an integral contributor of self-hosted event campaign and keynote activation that was attended by over 1,000 attendees and led to a 20% rise in post-event sales inquiries

## OTHER EXPERIENCE & FREELANCE

- **Marketing Specialist, Senior** | *Experian*, 2013–2015, full time
- **Managing Editor** | *Source Interlink Media*, 2002–2013, full time
- **Editorial Assistant** | *WestWorld Productions*, 2000–2002, full time
- **Blog Writer** | *ThinkIQ*, 2021, freelance
- **Feature Writer** | *Baggers magazine*, 2013–2016, freelance
- **Wedding, Party, Corporate Photography** | *Nick Yutaka Photographer*, 2009–2013, self-employed

## CORE SKILLS

Content marketing, Content manager, Content strategist, Content creation, Thought leadership, B2B marketing, B2B SaaS, Brand voice, Content frameworks, Audience growth, Corporate communications, Startup, SEO, Blog posts, Email marketing, Personalization, Newsletters, Case studies, Ebooks, Social media, Digital advertising, WordPress, Google Analytics, Hubspot, Monday, Asana, ChatGPT, Notion, Frase, AI content tools, Creative thinker, Self-starter, Project management, Goal driven, Not a spambot

## EDUCATION

University of California, Los Angeles | Bachelor of Arts, English

## CERTIFICATION

Professional Certified Marketer, Content Marketing | American Marketing Association (AMA), 2024