

Jon Nicol

An innovative leader with business ownership and agency experience who will lead your marketing team to accomplish your business goals.

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OVERVIEW

Innovative Marketing Strategist: A unique mix of big picture thinking with practical, get-it-done planning and execution.

Experienced Relational Leader: Builds exceptional teams with a healthy culture that deliver fantastic results.

Creative Problem Solver: Finds solutions for tough problems taking in available input from people, content, and data.

PORTFOLIO

View samples and highlights of Jon's work at jonnicol.com.

EXPERIENCE

Senior Marketing Strategist – *Spire Advertising* | Ashland, Ohio

August 2022 - May 2024

Marketing strategist for an agency working with predominantly \$5 - \$50M annual revenue companies, B2B and B2C, including manufacturing, professional services, financial institutions, non-profits, and more.

Strategic Planning

- Created strategic marketing plans (from annual plans to quarterly adjustments) for 35 to 38 different clients from 14 unique market segments on an ongoing basis.
 - Wrote an average of 4 strategy plans each month.
 - Implemented a strategist review process to improve campaign performance and identify new opportunities between strategy sessions.
 - Led clients through strategy sessions to determine how to realign their marketing goals to hit their business goals.
- Developed the strategy and marketing plans that account managers used to close new business and upsell current clients.
 - This led to 117% increase in agency revenue from Q4 2023 to Q1 2024.
 - Created a new visual report deck template to make strategy plans more appealing to the prospect or client and easier to sell for the account managers.

Lead Generation & Campaign Success

- Increased inbound leads 400% for the agency through a combination of paid search and targeted display ads.
- Reallocated nearly \$1M advertising budget for regional credit union and developed a new marketing plan, resulting in steady growth in assets and membership at a time that other financial institutions are either stagnant or losing ground.
- Used data and market research in-house and for clients to create targeted audiences, improve campaign ROI, produce more effective content, and analyze competitor threats and other market conditions.

Content Marketing

- Wrote email campaigns for select clients. A heavy-equipment parts manufacturer saw a 90%+ open rate on one campaign and 46% on another.
- Vastly improved our copy standards by creating new guidelines and processes for content creation.
 - Implemented these guidelines and processes with the agency's team of copywriters and project managers to ensure higher quality written content for clients and in-house work.
 - Coached project managers on how to develop fresh topics for client content using a combination of market research, AI, and copywriting techniques.

Founder, Chief Content Creator, Head Marketer – *Coaching and Training Site* | Online with US and International Customers

April 2009 - June 2023

Founded and led a market-leading coaching and training business that included courses, a membership site, and a high-ticket coaching program for church worship leaders and their team members.

Marketing Strategy and Lead Generation

- Generated more than 23,000 email sign-ups through PPC ads and organic traffic (SEO, content marketing) in a small, niche market.
 - Created and optimized top-of-funnel campaigns resulting in low- or no-cost leads using low-cost products to self-liquidate.
 - Nurtured middle-of-funnel leads through automated campaigns through customer journey towards higher priced products and services.
 - Developed and executed a sales call funnel for our high-ticket coaching program with a 68% close rate.

Content Strategy

- Developed a content strategy that turned leads into loyal followers and customers.
 - Created and ran a membership site maintaining between 90 - 130 paid members with over 35 engaging video courses on a defined learning pathway.
 - Authored 3 full-length books establishing me as an authority and thought leader. Also, a regular monthly columnist in a leading trade magazine for over 7 years.
 - Wrote 12 - 20 emails each month with highly useful and engaging content to stay top-of-mind with a well-maintained list of 8K - 10K followers.

Leadership & Business Development

- Built a business that allowed me to quit my day job with monthly recurring revenue of \$7K - \$11K in a tough niche market.
 - Hired and managed a team of freelancers and subcontractors to execute paid ads, graphic design, community engagement, coaching, sales, and administrative work.
 - Mentored coaches and delegated the coaching program to them as part of the exit strategy.
 - Sold business for a 47% profit in June 2023.

Director of Music – *Heartland Church* | Lexington, OH

January 2009 - October 2018

Worship pastor leading team of 30+ volunteer and paid musicians and techs in a 350 - 500 member church.

- Reorganized the systems and processes for increased efficiency.
- Oversaw church communications and marketing.
- Created and implemented leadership and team member development processes.
- Developed a new vision and mission for the church in collaboration with church leaders.

EDUCATION

McNally-Smith College of Music,
Minneapolis, MN — *Associate of Music Performance*
January 1997

Crown College
St. Bonifacius, MN — *BS in Youth Ministry*
Graduated Cum Laude
May 1996

SKILLS / PLATFORMS / APPS

Leadership	Adobe Creative Suite
Marketing Strategy	Wordpress
Copywriting	Infusionsoft/Keap
Systems Thinker	Google Analytics
Targeted Paid Ads	Canva
Graphic Design	Zapier
Video Editing	Screenflow
Voiceover	Ecamm Live
On-camera Presentation	Zoom Webinars