

NICOLA ERLICH

DIGITAL MARKETING CONSULTANT

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Profile

Strong leader who consistently takes the most challenging projects, builds exceptional teams and drives significant ROI.

Results include:

- Drove a 300% increase in web traffic for one client through integrated digital campaigns.
- Boosted lead generation for a client by 124% primarily through social media.
- Generated a 270% rise in organic search traffic through a content marketing campaign

Areas of expertise include:

- Strategic Planning
- SEO/SEM/SMM
- PPC
- Digital Marketing
- Lead Generation
- Customer Retention
- Project Management
- Budget Management
- Brand Journalism
- Content Creation
- Brand Building
- Email Marketing
- Web Analytics
- CRM Integration
- Team Building/Training
- Emerging Technologies

Career

PROPRIETOR / DIGITAL MARKETING CONSULTANT

Mar 2008 - Present

1on1 Consultancy Ltd.

Boutique digital marketing consultancy that provides high value consultancy, project management & operational support for a wide variety of industries. Collaborates with in-house marketing and sales departments and agencies to ensure strategy aligns with company objectives. Specialising in SEO, SEM, blog marketing and product marketing, our marketing strategies achieve tangible results.

Selected Strategies:

- Develop engaging, viral content to build social media audiences
- Revamped PPC advertising and removed under-performing and costly ads, resulting in immediate performance improvement. Conducted A/B testing to optimize all ads.
- Audited content to identify SEO/traffic generation opportunities and mapped out strategy to create high impact "cornerstone" digital content.

PROPRIETOR / HOSPITALITY & EVENT MARKETING & MANAGEMENT

May 2010 - Present

Marbella Pulse

Niche business specializing in Hospitality PR, Marketing & Management of Events in the Marbella area. High-energy professional with 5 years' experience with: broadcast sales, trade shows, celebrities and VIPs, budget management, news production.

Selected Strategies:

- Foster online communications by working within the web site & social media platforms.
- Publish press releases and work with public relations to help market new products.
- Identify new marketing opportunities and create techniques for improving existing campaigns

FOUNDER / ORGANISER

Aug 2008 - Present

TweetMarbella

The largest networking event on the Costa del Sol with over 100 monthly attendees. With a strong social networking influence it attracts people from all industries & nationalities

- Networking
- Public speaker
- Social media training

CUSTOMER SERVICES MANAGER

Mar 2006 - Dec 2007

Elegant Homes Worldwide

Working a busy and high volume environment driving consistency and best practice across all the businesses.

- Manager of busy aftersales department with worldwide property sales & investments
- Working within business development team
- Developed B2B relationships

PROPRIETOR

2004 - 2008

Sen'Chi Furniture

Principally serving the investment real estate market, Sen'Chi Furniture had an impeccable reputation and as such had a very high business referral ratio.

- Project consultancy & management
- Budget management
- Financial budgeting & accountancy

CEO / FOUNDER

Aug 1999 - Sep 2004

Pied-a-Terre

Pioneering furniture package company based on the Costa del Sol. First company to offer furniture packages with interior design service and great value prices

- Management of staff of 25 & operations
- Financial budgeting
- Business strategy planning
- Logistics

AFTERSALES MANAGER

1996-1999

Ocean Estates International

Leading international real estate company.

- Management of staff & operations
- Project management & team leadership
- Budget management

Academic

University of the West of England 1992-1996
Spanish & French with business BA (Hons) 2:2

Blackburn College 1994-1996
A levels: Art (A) Math (B) Spanish (B) General Studies (B) French (C)

References

Available on request