

ABOUT ME

Strategy and results-driven digital marketer and PR & media specialist with 20+ years of experience creating impactful content, building paid and organic marketing funnels for EMEA & US companies.

Marketing efforts I have overseen have generated roughly \$35M in lifetime revenue for the business I have impacted.

CONTACT

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 nicolaerlich.journoportfolio.com


Marbella, SPAIN



EDUCATION

UNIVERSITY OF THE WEST OF ENGLAND

BA (Hons) Spanish & French with Business
1992-1996

 BLACKBURN COLLEGE
5 A-Levels (A-C grade)
1994-1996

NICOLA ERLICH

INTERNATIONAL PR, COMMUNICATIONS AND
DIGITAL MARKETING SPECIALIST

ELEVATOR PITCH

I am a highly driven and execution-oriented self-starter with 20+ years of entrepreneurial, creative, and analytical skills in Digital Marketing and PR & Communications, predominantly in startups and fast-paced scale-up environments.

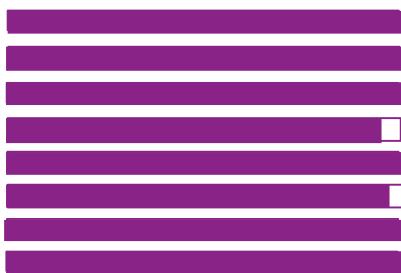
Credited with a high level of professionalism and work ethic with my finger on the pulse of industry news and as well as a broader spectrum of current affairs.

A passionate ambassador for my clients, I combine tried and tested marketing blueprint strategies and latest trends with less conventional seeds of inspiration to create innovative, fresh, and successful strategies for her clients' digital marketing, PR & communication campaigns.

STRENGTHS

- Innovative approach to marketing strategies
- Thrives in a fast-paced environment
- Strong project management, analytical and reporting skills
- In-depth knowledge of SEO, SMM, SEM, PPC and their best practices
- Focuses on opportunity and growth rather than vanity metrics
- Excellent communicator, both written and verbal
- Expansive entrepreneurial and consulting experience in startups as well as global corporate companies
- Proven success track record in executing digital marketing and PR & media campaigns

SKILLS



Digital Marketing
Public Relations
Marketing Strategy
Corporate Communications
Content Marketing
Advertising
Media Relations
Growth Marketing

EXPERIENCE

INTERNATIONAL DIGITAL PR & MEDIA SPECIALIST

Spain-Holiday.com (now Holidu.com)

Nov 2015-Nov 2019

Responsible for communicating the company PR and corporate narrative to EMEA and US media, including identifying opportunities to tell impactful stories. Developed proactive PR campaigns, storylines, whitepapers, multivisual content and reports. Identified and pursued opportunities to advance thought leadership through media relations, speaking engagements and awards.

PR & Communications responsibilities and achievements:

- Design, develop and implement communications strategies to promote brand.
- Responsible for the creation and propagation of press coverage, by-line articles, whitepapers, industry blog, presentations, webinars, and brand management.
- Maintain and leverage relations with existing media, stakeholders and collaborators within core industry and vertical marketplaces.
- Achieve and exceed target KPIs for media coverage and engagement.
- Create and manage editorial calendar.
- Maintain high editorial standards in line with brand and editorial guidelines.
- Coordinate with internal teams, stakeholders, and external agencies.
- Identify opportunities to develop and advance thought leadership, partnerships, advertising and speaking engagement
- Budget management

MARKETING CONSULTANT/DIGITAL MARKETING SPECIALIST

1on1 Consultancy Ltd

Mar 2008-Present

Providing high value digital marketing, PR & media, consultancy, project management and social media training for a wide variety of companies, from startups to global corporations in a variety of industries. A passionate and energetic ambassador of the brands I represented within the tourism, hospitality, media, retail, SaaS, tech, and insurance sectors, amongst others, achieving tangible results

Digital marketing and consultancy responsibilities and achievements:

- Define and deliver digital marketing strategies from ideation to execution across multiple channels (email, social, paid, retargeting, search etc.) to deliver MQL goals in multiple countries and market segments.
- Work with stakeholders to drive an impactful ROI.
- Create, execute, and manage effective demand management strategies.
- Drive significant growth using SEO, SEM, SMM, PPC, email marketing, mobile marketing strategies, relevant platforms, and growth marketing tools.
- Budget management of paid advertising
- Develop, implement, and optimize B2C/B2B digital marketing strategies.
- Drive the pipeline with compelling written and multivisual content including punchy press releases, killer landing pages, thought leader case studies. Proven ability to translate highly complex concepts into compelling content.
- Oversea efficiency metrics to ensure CPC and CPL stay within control limits while scaling the channels.
- Monitor performance against regional goals, benchmarks, KPIs and produce reports.

CO-CREATOR

HolidayFootprint.com

May 2018-Nov 2019

Creation of a non-profit initiative aimed at providing good sustainable practices in the holiday rental industry. Oversaw initiative from concept to execution achieving extensive worldwide media coverage and collaborations with stakeholders in the tourism industry.

DIGITAL MARKETING MANAGER

CRL Management Ltd

Jan 2013-Dec 2019

Management of digital marketing strategies to promote structural insurance in the EMEA markets implementing digital marketing campaigns including budget management of PPC, SEM and paid advertising, marketing automation, SMM, content creation, corporate PR, and brand management, as well as offline strategies including event management of industry-related exhibitions, seminars, and networking.

HOSPITALITY AND EVENT MANAGEMENT

Marbella Pulse

Mar 2010-Mar 2015

Owner and manager of niche business specialising in PR, Marketing and Event Management in the tourist hotspot Marbella. Provided event management and logistics as well as digital and traditional marketing and public relations for events ranging from B2B conferences, concerts, charity fundraisers, product launches and sports events.

NETWORKING EVENT ORGANISER

TweetMarbella

Aug 2008-Jan 2015

Networking rockstar who curated and managed the largest bilingual English-Spanish networking event on the Costa del Sol with over 100 monthly attendees coming from the local catchment area as well from over 20 different countries from all different industries. Managed a calendar of educational and inspirational presentations along with SMM training and digital marketing workshops.

For other work experience and business skills, please refer to my LinkedIn profile:

<https://www.linkedin.com/in/nicolaerlich/>

REFERENCES

Available on request