



THEA NICHOLSON

CONTENT & BRAND STRATEGY LEADER

SUMMARY

Strategic marketing and content leader recognized for building high-performing teams and designing multichannel ecosystems that accelerate engagement, traffic, and brand clarity for global brands. Combines editorial instinct with operational discipline to scale content, sharpen positioning, and align creative with business outcomes. Trusted cross-functional partner with deep expertise spanning digital strategy, UX content, SEO, GEO, and enterprise environments. Most importantly, a working mom who knows how to turn one-time playspace visitors into repeat customers and brand advocates.

CONTACT ME

 theadora.nicholson@gmail.com

 (402) 630-4807

 Westerville, Oh

 [linkedin.com/in/thea-nicholson](https://www.linkedin.com/in/thea-nicholson)

EDUCATION

Texas Womans University

Master of Business Administration,
Marketing Emphasis

University of Nebraska at Lincoln

Bachelor of Arts,
Advertising & Public Relations

PROFESSIONAL EXPERIENCE

Content Marketing & Strategy Director

Hunter Marketing | June 2025 – Present

- Lead, mentor, and develop a team of five writers and social media strategists supporting brands across the U.S., including public transit and govt. agencies.
- Architect content and marketing strategy for omnichannel campaigns, including organic and paid social, website, email, as well as out-of-home and print advertising to drive measurable brand growth.
- Shape engagement frameworks that deepen audience trust and accelerate brand affinity.
- Translate audience intelligence into insight-driven campaigns that align creative with business objectives.
- Serve as editor-in-chief, setting the standard for voice, clarity, and narrative across client ecosystems.
- Partner with executive and creative leadership to concept breakthrough campaigns.
- Cultivate a culture of creative excellence, accountability, and continuous development.

Digital Marketing Strategist

Health Sciences Library, The Ohio State University | June 2023 – June 2025

- Established a clear and impactful voice across digital channels for the Health Sciences Library (HSL) and EdTech Incubator (ETI).
- Increased news article engagement by 13% and traffic by 303% on the HSL website in six months.
- Led social media and engagement strategy on Facebook, LinkedIn, X and Instagram for the HSL and ETI.
- Developed omnichannel strategies and campaigns to raise awareness of HSL and ETI resources.
- Managed website content and SEO; project-managed website updates and development resources.
- Wrote impact stories showcasing Ohio State's practicing faculty physicians who utilized the ETI facility for research and teaching.
- Built and deployed marketing emails using Salesforce Marketing Cloud.
- Served as the HSL's digital accessibility expert to ensure fully accessible communications.
- Planned, promoted, and executed events connecting physical and digital experiences.

CERTIFICATIONS

- Google Analytics (GA4)
- Sprout Social Publishing
- Salesforce Marketing Associate

WORK SAMPLES

[Full Campaign Work](#)

[Ohio State Health & Discovery Article - Fighting Infant Mortality in Ohio](#)

[Ohio State Health & Discovery Article - VR for Medical Student Learning](#)

Sr. Manager of Strategic Content, Experience & Commerce Content Lead, Salesforce Content Lead

Merkle Inc. | June 2022 – June 2023

- Developed the Experience & Commerce business pillar identity for the Merkle brand.
- Promoted to Sr. Manager of Marketing Content & Comms, Experience & Commerce Content Lead (Americas), and Salesforce Content Lead (Global) after DEG's acquisition.
- Led thought leadership content strategy for third-party publications and ghostwrote articles.
- Produced strategic, omnichannel content marketing campaigns in collaboration with thought leaders and marketing leads.
- Created webpages, UX content, ebooks, email campaigns, blogs, press releases, partner articles, and award submissions.
- Ensured timely publication of new content across digital channels to support business objectives.
- Developed and deployed the Experience & Commerce internal newsletter to 400 employees using Salesforce Marketing Cloud Account Engagement (Pardot).

Brand Marketing Lead

VGM Forbin | May 2018 – May 2021

- Hired as a Web Marketer and quickly promoted to Brand Marketing Lead, taking ownership of marketing and content strategy, brand management, and team leadership.
- Wrote blog, website, email, and social content for community banks and credit unions across the Midwest, as well as for VGM Forbin.
- Developed and implemented SEO strategy and managed Google Ads.

Email Marketing Intern

Hudl | May 2017 – December 2017

- Built, reviewed, and managed email campaigns and newsletters for the marketing strategist team.
- Produced five monthly newsletters in HubSpot and analyzed performance across eight business verticals.
- Created an email marketing calendar to track suppression lists and align internal teams on send dates.

Digital Content Specialist

The Hope Venture | September 2015 – December 2017

- Wrote marketing emails, newsletters, blogs, and website content to support the organization's mission of breaking the cycle of poverty.
- Created and published social media content across platforms.
- Traveled to India to capture stories of individuals impacted by the nonprofit and incorporate them into digital storytelling.