Sean R. Nicholson

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Marketing & technology leader with a passion for connecting companies, customers & employees

AREAS OF EXPERTISE

Leadership	Communication/Social/Digital	Technology
• Leadership of large and small analyst, development, and implementation teams • Development and execution of award-winning digital marketing programs • Implementation of enterprise-level governance programs • Financial planning, cost/benefit and ROI analysis • Multi-million dollar P&L accountability for projects leveraging both FTEs and onshore/offshore contractors	• Multi-year brand strategy planning and execution • C-Level collaboration to develop multichannel, integrated marketing programs • Development of social media and mobile tactics including microsites, social contests, blogs, Facebook, Twitter, YouTube and mobile apps • Development and delivery of content/relationship/inbound marketing, PR and social media engagement programs	• Social Media technologies including Twitter, Facebook, LinkedIn, YouTube, BrandWatch SocialEngine, and Radian6 • SEO, Email and Marketing tools including Hubspot, BrightEdge, SpredFast, Marin, Google AdSense and Webmaster Tools • Portal/CMS solutions including Oracle WebCenter, Joomla, Wordpress, and Drupal • Intranet applications including SharePoint, Yammer and Basecamp

PROFESSIONAL EXPERIENCE

Senior Vice-President of Integrated Marketing June, 2014 – Present
PlattForm Advertising, Lenexa, KS

Provide executive leadership to a team of digital and traditional marketing professionals in the development and execution of integrated marketing strategies for the higher education industry. By focusing on understanding and meeting the needs of the modern student, we develop consistent, cadenced communication strategies that inform and drive engagement.

- Delivered multichannel, integrated marketing programs to for-profit and non-profit higher education institutions that include Web development, traditional media, digital media, content marketing, SEO, email marketing and inbound marketing components
- Led a team of 60+ employees accountable for the responsible stewardship of muti-million dollar budgets for a portfolio of business that included more than 30 different clients
- Honored with the 2014 MENTOR award for providing exemplary leadership within the organization.

Senior Director of Social Media & Digital Strategy June, 2010 – June 2014
Intouch Solutions, Overland Park, KS

Led a team of 20+ social media strategists focused on delivering digital marketing solutions to the heavily regulated pharmaceutical/health care industry. The solutions leveraged tools including Content Management Systems, Social Media, CRM/Email, Search Engine Optimization, Paid Media, Content Marketing, and Mobile App Development.

- Delivered award-winning Social Media and mobile strategies that engage customers, enhance brand awareness, amplify positive consumer sentiment, and blunt negative sentiment in the social space.
- Grew social media revenues from ~$600K in 2010 to more than $7MM in 2014.
- P&L oversight of multiple social media & community management projects with budgets in excess of $2M.
- Conducted social media training & education for client representatives ranging from strategists to C-Level.

Manager of Professional Services/ECM Implementations May, 2008 – June, 2010
Perceptive Software Shawnee, KS

Led a team of 12 Project Managers and Consultants focused on implementing enterprise content management, document management, and imaging solutions. To achieve high customer satisfaction and meet timeline and budget requirements, my team followed a comprehensive services delivery methodology offering customers opportunities for significant business process re-engineering and automation.

- Provided ECM solutions to a wide range of customers, resulting in process improvement, automation of business process, and timely return on investment.
- Responsible for program management, resource assignments, staff/ project budgets, and customer satisfaction throughout the full implementation cycle.
- Authored RFI and RFP responses for ECM/Imaging/Portal strategies with budgets in excess of $15M.
- Developed social media marketing strategies for Higher Education and Government sector

Manager of Enterprise Applications/Intranet and Human Resources November, 2005 – May, 2008
EMBARQ Corporation/Sprint Nextel, Overland Park, KS

Led a team of onshore and offshore employees tasked with the development and implementation of Intranet, ECM, Social Media and HR applications. My team worked diligently to identify and meet business requirements for an award-winning Intranet portal and an ECM solution that significantly reduced operating costs by reducing corporate reliance on file shares, enabling document retention, and implementing a corporate e-Discovery strategy.

- Intranet portal was awarded 2008 Bronze and Silver Quill Awards by IABC.
- Intranet portal earned EMBARQ recognition as BEA Software's Most Innovative Customer in 2008.
- ECM solution resulted in the destruction of nearly 1M outdated documents creating compliance with a corporate retention and eDiscovery policy.

Team Lead – Intranet/Knowledge Management July, 2004 - November, 2005
Williams Lea at Shook, Hardy and Bacon, Kansas City, MO

Led a team of Web Developers and Knowledge Engineers tasked with the management of operational knowledge in a call center environment. My team developed a corporate intranet that provided call engineers with access to technical solutions. Additionally, the team was tasked with monitoring and assessing operational metrics to maximize first call resolution, minimize support errors, and ensure high customer satisfaction.

- Directly responsible for the development and implementation of corporate Intranet portal.
- Directly responsible for advising Director of Client Services and the Williams Lea regional and national leadership on Intranet, knowledge management, and social computing applications.
- Responsible for reporting operational metrics to the Chief Information Officer and Senior Management.

Team Lead - Career Services Technologies May, 1998 - July, 2004
University of Missouri – Kansas City, Kansas City, MO

- Managed a team of employees tasked with supporting Intranet and desktop technologies
- Managed the development, implementation, and maintenance of dynamic on a variety of Web platforms including Active Server Pages, ColdFusion, and PHP.
- Negotiated technology purchases of desktop and server hardware, software, and maintenance contracts.

EDUCATION

University of Missouri – Kansas City School of Law Kansas City, MO
Juris Doctor – Emphasis in Intellectual Property

Franklin Pierce Law Center Concorde, NH
Intellectual Property Summer Institute

Pittsburg State University Pittsburg, Kansas
Bachelor of Arts – Spanish