

NICHOLAS HARTLAGE

DIGITAL MARKETING MANAGER

PERSONAL PROFILE

I'm dedicated to crafting high-impact strategies that drive client success while empowering my team's growth and career advancement.

CONTACT



Nick.Hartlage@icloud.com



502-225-7468



/nickhartlage

EDUCATION

University of Louisville

Bachelor in Communication
Focus in Digital Marketing

CERTIFICATIONS

- HTML Certified
- Google Analytics Certified
- Google Ads Certified
- Facebook Blueprint Certified
- Hoot-Suite Certified

BIO

As a Colorado Springs-based Digital Marketing Manager, I specialize in SEO, PPC advertising, email marketing, analytics, paid social media, and team management to deliver high-impact strategies that drive client success. I am committed to measurable results and fostering team growth; creating an environment focused on innovation, collaboration, and continuous advancement for all.

WORK EXPERIENCE

AdPro (Marketing Agency) - Digital Manager

JULY 2024 - CURRENT

- Supervise the digital department to complete tasks in PPC, SEO, Paid Social, Organic Social, Email Marketing, and Website Development & Management.
- Work with account holders to devise a holistic digital strategy aimed at completing the goals of the client.
- Set up, manage, and tag the website for all-inclusive tracking of their website and digital strategies.
- Create training material, train, and monitor the progress of training
- Report to the Integrated Marketing Director and work with the Traditional Media department on complementary marketing.
- Audit all responsibilities of my team once a quarter and provide suggestions for them to execute.
- Career Development of the Digital Team.
- Represent AdPro as the digital marketing expert to clients, in the community, and internally.
- Set expectations of digital marketing tactics to give the digital department a standard to operate on.
- Negotiate timelines and responsibilities with other managers
- Working with clients on a realistic digital strategy that accomplishes their goals & objectives.

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WORK EXPERIENCE

AdPro (Marketing Agency) - Digital Team Lead

APRIL 2023 - JULY 2024

- All responsibilities from the below AdPro position.
- Supervise a team of two to complete tasks in PPC, SEO, Email Marketing, and some Website Management.
- Work with account holders to devise a wholistic digital strategy aimed at completing the goals of the client.
- Setup, manage, and tag website for all-inclusive tracking of their website and digital strategies.
- Carefully curate monthly reports to show results that drive recommendation and areas of growth.
- Report to the Marketing Manager and work with other team leads on full service, complimentary marketing campaigns..
- Audit all responsibilities of my team once a quarter and provide suggestions for them to execute.
- Career Development of my team.

AdPro (Marketing Agency) - Digital Analyst

APRIL 2022 - APRIL2023

- Writing keyword-optimized content for websites
- Technical SEO such as writing custom schema, SEO-optimized meta descriptions, and page titles.
- Website and content audits to ensure that content is current, up-to-date and performing properly.
- Local SEO: Google Business Profile, Apple Maps, Bing for Business.

DBS Interactive (Digital Marketing Agency)

SEPTEMBER 2021 - APRIL 2022

- Write keyword-optimized content for websites of B2B clients including Kao Collins, Transchemical, Bullard, and more.
- Technical SEO such as writing custom schema, SEO-optimized meta descriptions, and page titles.
- Track KPIs and page health through Google Analytics, Search Console, Lighthouse, and other analytic software.