

NICK EHRENBERG

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Professional Summary

Proactive media and marketing professional with ten years in corporate and agency communications, social media management, blogging and content marketing management.

Skills

Social media management	PowerPoint presentations
Content marketing management	Adobe Photoshop
Strategic marketing	Adobe Illustrator
Marketing plan development	Adobe InDesign
Superior verbal and written communication skills	Client relationship management

Work History

Content/Social Marketing Manager 01/2019 to Current
Calabrio – Minneapolis, Minnesota

Produce fresh, compelling content that evokes emotion and clearly demonstrates how Calabrio solves problems for customers
Maintain editorial oversight of blogs, case studies, ebooks, white papers, infographics, presentations and product literature for use across channels and personae
Coordinate with outside contractors on the creation of content and marketing materials
Work with other team members to ensure effective content distribution across channels—website, content syndication, digital marketing, social media, print, etc.
Maintain content library and categorize content for easy access by internal and external audiences
Support customer communications, demand generation, award submissions, analyst reports and other marketing activities as needed

B2B Marketing Strategist 01/2017 to 01/2019
U.S. Bank – Minneapolis, Minnesota

Developed content marketing for U.S. Bank's middle market and large corporate customer segments.
Drove lead generation and demand generation campaigns for Financial IQ, the U.S. Bank thought leadership content hub.
Aligned content with enterprise content strategy, and working with channel representatives to conduct paid media campaigns.

Content Marketing Lead/Manager 07/2013 to 11/2016
TopRank Marketing – Plymouth, Minnesota

Wrote blog posts, articles, social messaging for B2B clients focused on marketing and sales best practices.
Leveraged insights in content, influencer and social marketing to develop programs that exceeded client expectations.
Optimized existing and new content for SEO best practices.
Managed tasks and deliverables for content-rich client accounts.
Developed key messaging, branding and positioning statements.
Maintained client web pages using content management systems (WordPress), HTML and CSS.

Digital Program Director

06/2008 to 06/2013

iHeartMedia, Inc. – St. Louis Park, Minnesota

Produced news and media content for TwinCitiesNewsTalk.com and KFAN.com.

Monitored site metrics; set goals for visitors and social subscribers.

Wrote articles and blog posts summarizing major news events.

Created and maintained company web pages using HTML and CSS.

Education

Master of Arts: Strategic Communication Management

2013

Concordia University - St. Paul, Minnesota

Bachelor of Arts: News/Internet Journalism

2007

Drake University - Des Moines, Iowa