**NICK ELEFANTE** / nicktelefante@gmail.com / 703-867-8376 / nickelefante.com

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Director-level strategist with experience leading inter the development of statistically sound integrated marketing campaigns for B2B, B2C and non-profit clients in a myriad of industries. I am passionate about strategy, branding and building trusting relationships with my coworkers and clients. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EXPERIENCE**

**Fingerpaint, Director of Digital Strategy |December 2020 - Present**

* Lead the digital strategy team to the development and execution of omni-channel marketing campaigns for two prescription digital therapeutic brands and one immunotherapy brand via HCP/Consumer activations, market shaping, positioning, tactical planning and CRM w/ budgets of $10M & $7M respectively.
* Lead brand strategy and brand development for de novo companies.
* Lead weekly and monthly analytics and optimization reporting.

**American University, Marketing Consultant & Adjunct Professor | January 2020 - Present**

* Consult on integrated marketing communication strategies for the Office of Graduate Studies and each school that target increased student enrollment and retention.
* Teach Marketing 762, Integrated Marketing Communications, to MBA and MS Marketing students.

**ICBA, Director of Digital Marketing & Member Engagement | May 2019 – January 2020**

* Led the execution of new member outreach campaigns, product launches and integrated communication plans for the nonprofit and its for-profit subsidiaries.
* Led the revision of the nonprofit’s brand guidelines and each sub-brand’s visual identity.
* Developed and managed the Google Ad search and display campaigns for the entire association and its subsidiaries.

**Design Army, Sr. Strategist | November 2016 – May 2019**

* Brought in over $150K of new business.
* Led strategy development and client management for every client during my tenure.
* Produced and directed client photo and video shoots.
* Wrote copy for social media, web and branded creative.

**Wunderman, Experience Strategist | October 2015 – November 2016**

* Led the research, strategy, brief writing and clients on Pfizer’s first patient ambassador lead generation program and website MBC Together.
* Led the research, strategy development, branding and client management for two omni-channel, integrated marketing communication plans targeting patients, caregivers and HCPs for IBRANCE and XALKORI.
* Led secondary research, internal & external brainstorms, and guided workshops that gleaned insights which was leveraged to pitch new work to clients and long-term brand strategy and planning.
* Grew each account budgets from $5 million to $12 million over in 12 months.

**Merritt Group, Creative Services Coordinator | September 2014 – October 2015**

* Developed and managed the execution of the company’s three-pronged lead and demand generation campaign, focusing on new client acquisition, content creation and event coordination.
* Created internal process documents for starting, editing, creating, and launching an entire content marketing inbound lead campaign through the Hubspot content management system
* Developed, managed and delivered new websites, demand generation & sales support collateral for Monster Government Solutions, Ionic Security, Nok Nok Labs, Riverbed, Maximus Federal, InfoZen and SwitchPitch

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EDUCATION**

**American University, Kogod School of Business | August 2012 – May 2014**

* Master of Business Administration, focus in Brand Strategy

**University of Kansas | August 2002 – May 2006**

* Bachelor of Arts in English, minor in Creative Writing