

# Nick Gable

Content marketer and SEO with 11 years of experience managing digital marketing campaigns, content strategy, and copywriting for tech, ecommerce, and SaaS.

## EXPERIENCE

### DCTA – Director of Marketing

September 2021 - Present

- Responsible for all copywriting on [joindcta.org](http://joindcta.org) including home page, blog posts, ebooks, social media, and email newsletters.
- Creating and managing all aspects of our website on WordPress.
- Conducting audience research and developing user personas.
- Responsible for building the DCTA brand from the ground up.

### Northcutt – Account Manager & Strategist

February 2019 - February 2021

- Managed a portfolio of 8-10 clients and 4 internal specialists to plan and execute inbound & digital marketing campaigns.
- Content strategist for holistic digital marketing campaigns including SEO, media outreach, social media, email, and PPC.
- Expert at keyword planning, technical audits, and competitive gap analysis to identify profitable keyword clusters for content campaigns.
- Excellent at tuning existing marketing funnels for specific goals e.g. lead generation, ecommerce sales, brand awareness, or product QA.
- Strong data analysis skills for distilling complex data into actionable insights.

### L2T Media — Senior SEO Specialist

November 2017 - January 2019

- Responsible for SEO strategy for 30 – 50 clients monthly
- Utilized popular tools such as Google Analytics, Search Console, SEMRush, ScreamingFrog, & BrightEdge to drive actionable insights
- Weekly tasks include site audits, on-page optimization, link building, keyword research, and monthly reporting
- Saved 100+ man-hours per month with multiple Python scripts

### Self Employed — SEO & Copywriter

June 2015 - November 2017

- Worked as a freelance copywriter and SEO consultant, mostly on WordPress.
- Wrote SEO-optimized content in a wide range of styles - landing pages, product descriptions, cornerstone pages, daily blogs, and social media.
- Used SEMRush and Google Keyword Planner to identify profitable keywords & create content around those keywords.

### Hitachi Data Systems — Community Manager

June 2013 - June 2015

- Responsible for building positive customer experiences and managing technical content across multiple channels.
- Experience with the Jive 6.0 & 7.0 platforms, as well as Tableau for setting up custom dashboards and interpreting user data.
- Wrote custom SQL queries to pull user data metrics and automate reporting.

### Reputation.com — Search & Social Media Strategist

January 2011 - May 2013

- Build client's web presence using social media profiles, blogs, and websites.
- Designed WordPress sites & SEO optimized them to rank #1 for a client's name in Google, with a 70+% success rate.
- Analyzed & coordinated link-building campaigns for over 250 clients in order to rank for all 10 spots for a given Google SERPs.

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## EXPERTISE

### Search Marketing

Search Engine Optimization  
Keyword Research  
On-Page Optimization  
Paid Search (PPC)  
Link Building  
Technical Website Audits  
Content Marketing  
Copywriting  
WordPress

### Analytics & Reporting

Google Analytics  
Google Search Console  
SEMRush  
Ahrefs  
Moz  
ScreamingFrog  
Google Data Studio  
Excel  
PowerPoint

### Programming Languages

HTML  
CSS  
Javascript  
Python

### Soft Skills

Excellent Communicator  
Critical Thinking  
Time Management  
Fast Learner  
Collaborative Team Player

## EDUCATION

### Santa Clara University

B.S. in I/O Psychology  
Sept, 2006 – June, 2010

## CERTIFICATIONS

Google Analytics  
Google Ads Overview  
Google Ads Search Network

## MISC.

TIME 2006 Person of the Year  
BSA Eagle Scout  
Avid Jazz & Blues Musician  
Self-Taught Programmer