

# Nicholas Dockery

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## Work Experience

**Copy Editor** at PetDoors.com, San Luis Obispo, CA | June 2019—Present

- Managed team of copywriters to conduct SEO audit of eCommerce sites.
- Launched new SEO keyword strategies focusing on CTR and conversions using user intent research.
- Coordinated quarterly product marketing strategies across multiple domains' blogs to promote brand, establish authority, and building lead generation.
- Conducted user research to better understand consumer concerns and selling points of emerging products.
- Crafted AdWords and PPC campaigns for all PetDoors.com products; contributed data to inform bidding strategy.

**Content Creator Intern** at Ulzi, San Luis Obispo, CA | January 2018—December 2018

- Utilized legacy and emerging media for social media marketing and brand awareness.
- Crafted brand-voice content including blogs, web copy, and email campaigns.
- Bolstered user experience with technical writing for audiences at multiple levels of technology literacy.

**Special Sections Writer** at Mustang News, California Polytechnic, SLO | 2017—2018

- Worked independently of main news team to craft content marketing for local businesses and Cal Poly corporations.
- Created print and online advertising for events, products, and local businesses.

## Education

**California Polytechnic State University**, San Luis Obispo | Expt. Graduation: June 2020  
**Bachelor of Arts: English**

## Skills and Abilities

### Data Analysis

Google Analytics, Google Search Console, Google Ads A/B testing, Excel

### Web Design

Magento, Shopify, Wix, WordPress, Basecamp, HTML, CSS, wireframing, visual hierarchies, site mapping, Ahrefs

### Marketing

Content strategy, marketing campaigns, product marketing, consumer profiling, market research, MailChimp

### Content Creation

Photoshop, Lightroom, Illustrator, InDesign, Acrobat, photography, Grammarly

### Organization & Communication

Google Suite, Microsoft Office, Slack

### Social Media

Facebook, Instagram, Pinterest, Twitter, LinkedIn, Snapchat

### Problem Solving

Mechanical skills, creative mindset, working under pressure, brainstorming

### Quick & Effective Communication

### Data Driven Mindset

### Emotional Intelligence

### Flexible

