

Dean Nicholas

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CAREER HISTORY

Head of Digital, History Today Magazine London, United Kingdom

April 11 – Dec 16

- Overall management of the company's digital strategy, including product ownership of the historytoday.com website, for which I was also editorial and technical lead
- Wrote content on a daily basis for website, social media, email newsletters and more, factoring in SEO best practices and working from a style guide, a document I helped to write
- Devised and managed marketing campaigns for all digital products
- Created and managed online editorial calendar, and developed innovative approaches to content curation on a cross-platform basis while remaining consistent to the spirit of the brand
- Commissioned articles for both print and online
- Conceived and developed the History Today mobile app and digital edition, including responsibility for launch into iOS and Google app stores and overall control of editorial and design
- Introduced new revenue streams through advertising and marketing

Digital Producer, UK Government (Central Office of Information) London, United Kingdom

Jun 09 – Apr 11

- Wrote media reports for senior MPs and governmental departments, comprising a daily digest of government-related coverage from television, print and radio
- Project managed a new website for the British government's Central Office of Information, covering the initial specification, design, tender to external developer, testing, and overall responsibility for the site's delivery
- Contributed to cross-departmental project looking at improving public access to governmental digital services; the project was eventually launched in 2012 as gov.uk

Senior Editor, AOL Europe London, United Kingdom

Jan 06 – Nov 08

- Senior role within the highly profitable AOL Search division, taking ownership of the product's editorial look and feel, and managing the product across different company stakeholders
- Managed editorial content across AOL's suite of web properties, involving generating ideas and concepts, writing copy and sourcing any necessary images
- Production of weekly reports for company directors on performance of web properties, drawing on Google Analytics, ComScore, Omniture, and other resources

Senior Editor (part time), Londonist London, United Kingdom

Dec 05 - Aug 13

- Wrote and edited new content on a daily basis in a fast-paced newsroom environment
- Managed (as part of a team) the Londonist social media accounts
- Created graphs, infographics, charts and videos
- Developed and helped migration for site redesign and provided staff training on Wordpress

EDUCATION

University of Westminster London, UK BA (Hons) Film and Communications Including one year exchange at Ryerson University, Toronto, Canada	1999 – 2002
Tiffin School London, UK High school diploma	1991 - 1998

SKILLS & STRENGTHS

- Excellent knowledge of HTML, CSS, Javascript, Wordpress, Photoshop, InDesign, InCopy
- Familiarity with Node.JS, Angular, D3, Infogram, Plotly, Leaflet
- Video production skills including Adobe Premiere and Final Cut Pro
- Keen interest in publishing, architecture and design
- Detailed experience with e-commerce software including WooCommerce and Shopify
- High level command of Spanish

SOCIAL MEDIA

Twitter: @blacksquarebrig | **Facebook:** @daejn | **Instagram:** @daejn

IMMIGRATION STATUS

I am a British citizen and a Permanent Resident of Canada with right to work in both countries