DEREK NICOL

Leader in Creative Services
Certified Digital Marketing Professional (PCM® + CDMP)

I direct creative work with over a decade of experience working with cross-functional teams, producing content for marketing campaigns and branded communication materials.

Work Experience

DIRECTOR FOR DESIGN AND DIGITAL PRODUCTION

2022-Present

The Christian and Missionary Alliance: National Office

I currently lead the design team responsible for production and design of all branded content used in campaigns, events, and evergreen marketing collateral. Our team oversees multiple sub-brands within a diverse organization that serves nearly 2,000 churches across geographic and ethnic districts, while supporting global initiatives spanning 80 countries.

- **Process Development**: Formalized project workflow stages, approval processes, and systems for measuring results to be used in analytics
- **Cross-Functional Collaboration**: Partner with fundraisers, writers, videographers, and web specialists to craft campaign materials for more than four annual campaigns and over twenty annual events
- **Brand Strategy & Advocacy**: Work closely with the branding director to champion brand consistency and elevate awareness among key stakeholders and leadership
- **Strategic Rebranding**: Consult with internal teams to refine and rebrand initiatives, ensuring messaging and visuals effectively engage target audiences. *In 2024, our team was recognized at a small and local nonprofit fundraiser for volunteering graphic design services to conduct a rebrand that honored their legacy and aligned with their new marketing goals.*
- **AI Adoption**: Wrote a white paper on the use of AI in photography for a nonprofit
- **Creative Leadership:** Manage designers and their priorities while challenging their creative abilities to produce materials that comply with and evolve the brand

Competencies

MARKETING
Content Marketing
Social Media Marketing
SEO
Paid Search
PPC
Display Advertising
Email Marketing
Website Optimization
eCommerce
Analytics with Google GA4
A/B tests
Google Search Console

CREATIVE PRODUCTION
Adobe Creative Suite
Canva
Microsoft 365

PROJECT MANAGEMENT
Trello
Workzone
ClickUp

WEB & CMS
Cvent
WordPress
Squarespace
Virtuous
ExpressionEngine

(614) 560-5856 derek.t.nicol@gmail.com dnicol.com Columbus, OH

COMMUNICATIONS & CREATIVE DIRECTOR

2014-2022
Veritas Community Church

As part of a shared-service team, I produced content for three churches, editing videos and designing materials for campaigns, special events, and classes. I also led volunteer professionals in cementing a brand identity and developing communication plans that aligned with leadership's goals.

- **Communications**: Managed the development of our website, app, social media accounts, email campaigns, weekly newsletters, and marketing collateral
- **Branding**: Led a team of designers to establish branding guidelines to maintain consistency and conformity to the larger organization's agenda
- **Content Creation:** Videos, postcards, emails, artwork, signage, booklets, and other graphics for digital and print

VIDEO EDITOR

2012-2014
Media Images

At Media Images, I edited weekly 28-minute programs for television. I scripted and animated motion graphics videos that detailed our critical services. As the liason to a contracted team of web designers, I learned how to use content management systems like Wordpress and Expression Engine. I developed landing pages, improved our company's SEO, and developed a new web page to market a new product. I also wrote copy for CaptionLabs.com to sell services and educate prospective customers on our file delivery technology.

COMMUNICATIONS SPECIALIST

2010-2012
YWCA Columbus

I produced over 50 videos for campaigns, event promotions, and announcements. I crafted end-of-year campaigns for YWCA's programs and services. While at YWCA, I learned to exercise creativity within the confines of corporate branding while exceeding the expectations of multiple stakeholders. I produced corporate videos for live events and the web.

TRAINING

COLLEGE

Graduated in 2009 from The Ohio State University with a Bachelor of Arts & Science in Films Studies and a minor in Computer Information Science

CERTIFICATION TO INTERVIEW

Trained in planning and production of oral history archiving by the Ohio Humanities Council and Oral History Institute

MARKETING CERTIFICATIONS

Certified Digital Marketing Professional
PCM® – AMA
CDMP – DMI

(614) 560-5856 derek.t.nicol@gmail.com dnicol.com Columbus, OH