

Nicholas Perez

Founder at Solution Studio

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Summary

Growth Marketer with a focus on Strategic Digital Marketing Consulting and Technology & Product Development/Project Management. Seasoned Online Marketing Professional, having managed multiple million dollar/monthly digital spend campaigns resulting in tens of millions of profit for my clients. Over 12+ years experience managing Enterprise Level Technology across various IT and Online Marketing channels. Former Co-Founder of Big Daylight - a Digital Marketing and Digital Branding Strategy Consulting company that focused on high end marketing consulting mostly for large agencies across the US. Acquired in 2010 by FINE Design Group of San Francisco, where I co-led their Digital Marketing Division. Clients ranged from Auberge du Soleil, Anchor Brewing Company, Chateau Montelena, and various other Fortune 100/500 companies. Graduate of the University of Michigan (BA) and Lawrence Technological University (MBA). Specialties: Search Engine Optimization, Search Engine Marketing, Paid Search Marketing, Social Media Strategies, Online Marketing Consultant, Internet Marketing Consultant, Web Developer Consultant, Wordpress Consultant, Technology Consulting, Clinical Technology, Electronic Organizational Management, Creative Design, Digital Branding/Corporate Branding Consulting, Mobile App Development, Project Management, Google Analytics Certified Professional, Google AdWords Certified Professional.

Experience

Founder at Solution Studio

February 2015 - Present (2 months)

Founder at TC Innovators

August 2012 - Present (2 years 8 months)

Founder at TC Venture Partners

August 2012 - Present (2 years 8 months)

TC Venture Partners provides strategic partnerships, consulting, and investments to a carefully selected group of clients. We work with startup companies to well established brands.

President at Nick Perez Consulting

September 1996 - Present (18 years 7 months)

Digital Marketing Consultant • Website Design and Development • Website Analytics • Wordpress Design & Development • SEO Strategy & Implementation • SEM Consulting- PPC (Pay Per Click) • Website Usability • Blogging Strategy & Development • Social Media Strategy & Implementation/Management Technology Consultant - Mac/Windows • Google Apps authorized reseller • Provide network/systems administration

- Strategic purchasing consulting for all technology related hardware/software
- Desktop/Server setup and maintenance
- Backup Solutions
- VoIP Solutions
- Virtual Server/Workstation Environments

2 recommendations available upon request

Board of Directors / Co-Founder at Bike-In T.C.

October 2012 - December 2014 (2 years 3 months)

Bike-In TC is a nonprofit organization based in Traverse City, Michigan. We combine movies, the outdoors, and good, old-fashioned fun. Admission to all our movies is free. We offer our movies outside for your viewing pleasure. Our goal is to promote outdoor recreation, and also highlight some of our local parks and establishments in the process.

Board of Directors at Child and Family Services of Northwestern Michigan

June 2011 - June 2014 (3 years 1 month)

Child and Family Services is a private nonprofit organization providing human and social service programs to a 13 county region in northwestern Michigan. OUR MISSION is to strengthen and nurture children and families by ensuring their safety and well being while promoting healing and growth through education, support, and advocacy.

Online Marketing Strategist at FINE Design Group

October 2010 - August 2012 (1 year 11 months)

Co-managed our Online Marketing Division of FINE Design Group, a San Francisco based Digital Branding Firm with clients around the world. FINE acquired my previous firm that I co-founded, Big Daylight. Worked with many of the best companies in the world and helped establish client online marketing strategy. Led the SEM and Analytics departments within our division. FINE clients include: Symantec, Ste Michelle Wine Estates, Apple, Anchor Brewing, Coppola Companies, Hitachi, Auberge du Soleil, Anchor Brewing, and more.

Co-Founder / Managing Partner at Big Daylight

June 2010 - July 2012 (2 years 2 months)

Co-Founded Digital Marketing firm with a focus on agency relationships across the country. In charge of our SEM/Analytics division. Managed multi-million dollar online marketing spends for various clients resulting in increased ROI and profit for our clients. Roles included: Client Relationship Management. Sales and Account Management. Oversaw Internal Operations in addition to managing the paid search team. We worked with awesome clients all over the country, in various industries. www.BigDaylight.com Big Daylight was acquired by FINE Design Group, a San Francisco based Digital Branding Firm in late 2010.

Project Manager/Process Engineer at Versus Technology, Inc

January 2007 - January 2009 (2 years 1 month)

Project Manager for an RFID/IR (RTLS) medical technology. • Manage large scale enterprise RFID/IR projects • Clinical Technology Applications • Virtual Server/Workstation Creation/Management The Leader in Locating Solutions Versus Information System (VIS), is a proven real-time locating system (RTLS) that

puts you in touch with your resources (people and equipment) the moment you need them for workflow optimization. By using infrared (IR) and active RFID technology, VIS streamlines patient flow and resource deployment to improve safety and efficiency while reducing costs. Versus pioneered the concept of patient flow management in clinical environments resulting in the most widely deployed RTLS for automatic patient tracking within ED, OR and outpatient settings. VIS operates as a stand-alone system, or easily integrates to nurse call, security, asset management, operating room, and emergency department information systems to enhance them with the power of real-time tracking.

9 recommendations available upon request

PPC Project Manager at Oneupweb

2006 - 2006 (less than a year)

Managed Medium to Large PPC (Pay Per Click) campaigns in Google, Yahoo and MSN. Grateful for my experience here, where I worked with a great group of peers and learned so much. Fortunate to have worked on very large client projects, managing millions in paid search advertising for my clients.

2 recommendations available upon request

Windows Consultant/Project Manager at Dynamic Edge, Inc.

February 2004 - November 2005 (1 year 10 months)

- Managed projects for medium to large clients.
- Provided support for Apple OS X server and desktop environments.
- Maintained servers and trouble shoot Windows NT, 2000 and 2003 Server environments.
- Coordinated software deployment and managed custom software projects.
- Assisted in multi location conversion from traditional POTS phones to Cisco VoIP.
- Supported diverse platforms – OS X Server, Windows 2000, 2003 Enterprise Server & Citrix Metaframe XP.

8 recommendations available upon request

Skills & Expertise

SEM

SEO

Social Media

Consultancy

PPC

Wordpress

Website Development

Online Marketing

Web Analytics

Email Marketing

Social Media Marketing

Google Adwords

Google Analytics

Digital Marketing

Blogging

Online Advertising

Paid Search Campaigns
Paid Search Strategy
Consultants
Web Marketing
Web Design
WordPress
E-commerce
Strategy
Analytics
Mobile Applications
Entrepreneurship
CRM
Digital Strategy
Strategic Partnerships
Keyword Research
SMO
Start-ups
Mobile Marketing
Organic Search
Marketing
Landing Page Optimization

Education

Lawrence Technological University

MBA, Masters Business Administration, 2008 - 2010

2 recommendations available upon request

University of Michigan

2000 - 2004

3 recommendations available upon request

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26 people have recommended Nicholas

"Nick gets it done."

— **Bob Spence**, was Nicholas's client

"Nicholas has always been a pleasure to work with, as he is professional and knowledgeable, as well as just being a really nice, trustworthy person. I highly recommend his services."

— **Sheri Novak**, was Nicholas's client

"Nick's innovation and creativity led to many successful solutions at our company across many different platforms. Nick was relied on by people in, and outside of his department for a wide variety of issues. Nick is extremely well liked and fits in to any business situation. He has an incredible sense of humor and a very keen business sense all wrapped up in a highly motivated, self-initiating package. He no longer works with me, but we've kept in touch and have become great friends."

— **Liz MacManus**, *Senior Project Manager, Versus Technology, Inc*, managed Nicholas at Versus Technology, Inc

"Nick is a very bright and capable person. During our time working together, I was impressed by his ability to manage projects effortlessly, using inovative approaches and technology to streamline processes and reach our objectives. He approaches projects with professionalism and confidence and is a pleasure to work with. I would highly recommend Nick Perez."

— **Barry Cobbley**, *Director of Location Solutions, Versus Technology, Inc.*, managed Nicholas indirectly at Versus Technology, Inc

"Nicholas was a very productive member of Versus. His customers hsd confidence in him and he knew his stuff. He ia detail orietened and can be counted on to get the job done. I repspected his ability and appreciated working with him. He is an asset to any team,customer or company he choses to work. Paul Timmerman"

— **Paul Timmerman**, *Vice President Sales & Marketing, Versus Technology*, worked directly with Nicholas at Versus Technology, Inc

"Nicholas Perez is a skilled and hard-working professional who is very dependable and trustworthy. He showed a high-level of knowledge and proficiency in the work he completed. Nicholas was very well thought of at our place of business. I had a pleasure working with him and hope to do so again in the future."

— **Eric Layton**, *Design Coordinator, Versus Technology, Inc*, worked with Nicholas at Versus Technology, Inc

"Nick is professional, approachable and pleasant to work with. He is technologically well-versed, yet able to communicate in everyday language to non-techie types."

— **Liz Lutheran**, *Marketing Coordinator, Versus Technology, Inc.*, worked with Nicholas at Versus Technology, Inc

"I would like to recommend Nick Perez. I've worked with Nick on several projects. What stands out the most, is Nick himself as person. It's rare to find someone so balanced in his profession. He knows his technology and how to apply it and make it work within numerous markets. This leads to successful projects that are not only completed within scope, but begins a long term relationship with a real quality person. In dealing with Nick, his character will stand out but his knowledge of technology and business will lead to successful endeavors."

— **Dan Sensenbaugh**, *Implementation Engineering Manager, Versus Technology*, managed Nicholas indirectly at Versus Technology, Inc

"Nick Perez implemented an installation of the Versus Technology for us. He managed this project under difficult conditions of a tight schedule, and interfacing multiple vendor's and CCF IT systems. The custom install was delivered on time, This project required Nick to be very flexible, patient, and customer oriented. His focus and contribution to the unique system is appreciated."

— **Koch, Bob**, was Nicholas's client

"Nick is an excellent communicator and professional in his work. He gets along well with people in all levels of an organization. His work ethic is excellent and he would be a great addition to any organization."

— **Rich Ebersole**, *CFO, Versus Technology, Inc.*, managed Nicholas indirectly at Versus Technology, Inc

"Nick is tenacious and detailed in his work. Customers trusted him and specifically sought him out for their projects. He works very hard to make sure the project is accurate, on time and exceeds expectations. Nick does not rest until the customer is satisfied."

— **Jan Stone**, *National Sales Director, Versus Technology, Inc.*, worked with Nicholas at Versus Technology, Inc

"There isn't a professional out there with more knowledge in the field of search engine optimization and internet marketing. Nick stays on the edge and no one works harder or longer on behalf his clients. All that aside, one of Nick's most remarkable qualities is his dedication to his colleagues and the industry at large, teaching anyone who'll express an interest. He's an active leader in internet marketing with nationwide recognition for his insight. Read his blogs, follow him on Twitter, listen to him at TedX or hire him and his team to provide you with his expert advice."

— **Rachel North**, *Director of Marketing & PR, Oneupweb*, worked directly with Nicholas at Oneupweb

"Not only is Nick an excellent project manager, but he does an outstanding job at staying up to speed with the ever changing online landscape and how to best utilize it for various clients based on their marketing and business needs / goals."

— **Rod Call**, *Owner, Snoloha*, worked with Nicholas at Oneupweb

"Nick is a man who I trust the nuts and bolts (hardware and software) portion of my company operation to. He is innovative, an unmatched problem solver, honest, and trustworthy. I consider Nick to be on the cutting edge of Internet technology, Web based applications, and hardware configurations. Thank God I know him!"

— **Mike Forner**, *President, Building Services Unlimited*, was with another company when working with Nicholas at Dynamic Edge, Inc.

"I had the pleasure of working with Nick for over two years and found him to be an exceptional individual and entirely professional in his work and attitude. Nick's intelligence and capabilities make him a consistently valuable team member. Nick is a terrific person and remarkably resourceful during project crunch times. I highly recommend him to anyone considering bringing him onto their team."

— **Rick Kettenstock**, *DBA, Thread Information Design*, worked with Nicholas at Dynamic Edge, Inc.

"Nick and I worked in the same group. Nick had both technical expertise and some great personal traits. He was well-versed in technology, could multitask and work under pressure to deliver. He was a good team player, down to earth, and always nice to work with."

— **Ahmad Hoblos**, *IT Consultant, Dynamic Edge*, worked directly with Nicholas at Dynamic Edge, Inc.

"Nicholas is a thoughtful individual who provided us with creative solutions for imagined processes. His dynamic approach to capturing information, massaging and then crafting the output to meet specific standards was appreciated, and enabled us to surpass industry capabilities. Nick's positive outlook and can-do personality is an asset to any project."

— **Neil Crockett**, *Director of Technical Services, Koenig Concrete / McCoig*, was with another company when working with Nicholas at Dynamic Edge, Inc.

"I appreciate Nick more now than ever since he no longer works in my service area. I have not been able to find another person that is near as reliable, personable, and just great to work with."

— **Michelle Voineag**, was Nicholas's client

"Nick was always professional, and excelled in customer service. Nick, has a versatile technical background coupled with an excellent education. He would be an immediate asset to any company upon his arrival."

— **Steve Eiben**, *Systems Engineer, Dynamic Edge*, worked directly with Nicholas at Dynamic Edge, Inc.

"Nick was a great consultant and was always a gold standard when it came to customer service. I would recommend his effort and enthusiasm to anyone!"

— **christopher bluhm**, *Windows Server Consultant, Dynamic Edge*, worked directly with Nicholas at Dynamic Edge, Inc.

"My experience working with Nicholas Perez at Dynamic Edge was overly positive. Nick was the preferred contact of many of our clients, and he always followed through on every project. I witnessed Nick in action on many occasions as we worked together on projects and I was never anything short of impressed. His ability to communicate the situation in terms the client could understand, resolve a myriad of technical issues quickly and effectively, and his devotion to the job all made him a pleasure to work with."

— **Steven Van De Steene**, *Purchasing Manager, Dynamic Edge*, worked directly with Nicholas at Dynamic Edge, Inc.

"I worked with Nick on several projects during our time at Lawrence Tech. He is a very hard worker with amazing abilities to effectively multitask. I would choose him for any project in either a school situation or consulting for our company."

— **Stacey Randall**, *Director of North American and Asian Sales, Bohning Company*, studied with Nicholas at Lawrence Technological University

"I had the pleasure of working on different projects with Nick during our MBA program at LTU. He works efficiently alone as well as within a group situation and has strong problem-solving skills. Nick is very creative and can think "outside the box" to put a new spin on an issue. If I had the need, I would not hesitate to contact Nick for advice, assistance, or an opinion regarding multiple topics surrounding computers, software, web design, etc. He is one of the most genuine individuals I've come to know."

— **Kathryn Garwold**, *Student, Lawrence Technological University*, studied with Nicholas at Lawrence Technological University

"Nick and I worked together in Gimble A Cappella (an extracurricular singing group,) and also shared some history classes. He was always very involved, personal, so much fun to work with! Nick is a very dedicated guy with a great sense of humor."

— **Veronica (Smith) Robinson**, *Student, University of Michigan*, studied with Nicholas at University of Michigan

"Of all the people I knew at U-M, Nick was one of the most enthusiastic followers of trends in new technologies, particularly in computer hardware development. Nick's knowledge of computer systems came in handy when I decided to build my own desktop one summer - he recommended many of the latest hardware components, and the result was a significant upgrade in performance from my previous computer. I would recommend Nick for any position in computer system development or engineering."

— **Jeff Everett**, *Student, University of Michigan*, studied with Nicholas at University of Michigan

"Having worked with Nick in a variety of settings, I can recommend him with confidence. While Nick has numerous qualities that make him an excellent resource, I feel compelled to mention two particular characteristics I find highly useful in his field. The first is his ability to balance creativity with flexibility as they relate to problem solving. He is completely comfortable solving unorthodox problems entirely of his own accord, but is equally able to adapt his methods and solutions based on evolving parameters and/or the inclinations of his employers or coworkers. The second is the professional yet relaxed demeanor with which Nick regards his work. Since he clearly enjoys what he does, he is able to approach his work as fun. That being said, he never forgets the goal of a project and the context in which it is being completed, enabling him to adapt his disposition to fit any situation. I have enjoyed working with Nick in the past, and I hope to have the opportunity to work with him again in the future."

— **Stuart Robinson**, *Student, University of Michigan*, studied with Nicholas at University of Michigan

[Contact Nicholas on LinkedIn](#)