



NICK LENSANDER

CREATIVE DIGITAL STRATEGY & CONTENT CREATOR

PROFILE

Profile

Creative digital strategist and creator with in-depth understanding of digital media marketing in correlation with objectives and KPI's. Versatile team and project leader. Coordinated regional and nationwide marketing and rebranding efforts. Building brands through digital and social. Strong creative background in content creation and design.

CONTACT



(805) 708-0590



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nicklensander.com



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Santa Barbara, CA

REFERENCES

Jake Fehling, VP Marketing
Movement Mortgage
(919) 282-4039 | jake.fehling@movement.com

Adam Constantine, Director of Social
Pace Communications
(919) 622-1073 | adamconstantine32@gmail.com

John Murphy, Digital Analytics
UConn & Aetna
(860) 558-1684 | jmurphy328@gmail.com

Gary Smith, Singer & Director
Gary Smith Music
(805) 331-9372 | garysmithmusic@gmail.com

INTERESTS

- ▶ Photo/Video
- ▶ Social Media
- ▶ Digital Strategy
- ▶ Event Marketing
- ▶ Football/Basketball/Golf

SOCIAL

facebook.com/nicklensander

instagram @nicklensander

linkedin.com/in/nicklensander

COMMUNICATION



90%

CREATIVITY



100%

COLLABORATION



90%

ACCOUNTABILITY



100%

LEADERSHIP



90%

WORK EXPERIENCE

Work

2019

CREATIVE DIGITAL STRATEGIST

THE MONEY STORE

Rebranding and strategy | Design graphics, flyers and print material
Coordinate marketing and rebranding efforts | Social media strategy

2018

REGIONAL MARKETING COORDINATOR, CA & HI

MOVEMENT MORTGAGE

Coordinate west coast marketing efforts | Manage & travel through
3 Regions w/ hundreds of Loan Officers | Social media presentations

2017

PROJECT COORDINATOR

ATION - UConn Digital Media Agency

Ideation & design | Social media & rebranding | Marketing strategy |
Video production and photography

2017

NCCA D1 ATHLETE - TIGHT END | FOOTBALL

UNIVERSITY OF CONNECTICUT

Head Coach - Bob Diaco | Position Coach - Frank Verducci

2016

FOUNDER

LENSANDER MEDIA

Digital media strategy | Social media & content creation for businesses

EDUCATION

Education

DIGITAL MEDIA & DESIGN STRATEGIES FOR BUSINESS

PHOTOGRAPHY

UNIVERSITY OF CONNECTICUT
Cumulative GPA 3.2 - Student Athlete
Graduation Date: May 2017

PRATT INSTITUTE
Digital, Film photography & video
Foundation in art & design thinking

PROFESSIONAL SKILL

Skill

PHOTO/VIDEO



FINAL CUT



ILLUSTRATOR



PHOTOSHOP



SOCIAL MEDIA



DESIGN



