



# NICK LENSANDER

CREATIVE DIGITAL STRATEGY & CONTENT CREATOR

## CONTACT



(805) 708-0590



nlensander@me.com



nicklensander.com



1482 E Valley Rd Ste 650  
Santa Barbara, CA

## REFERENCES

**Mack McConkey**  
EVP, West Division Manager  
The Money Store  
(805) 794-1410

**Adam Constantine, Founder**  
Ace Creatives  
(919) 622-1073

**Ryan Rosenthal**  
SVP, Regional Manager  
The Money Store  
(805) 312-1300

## INTERESTS

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

## SOCIAL



facebook.com/nicklensander



instagram @nicklensander



linkedin.com/in/nicklensander

## 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.

### COMMUNICATION



90%

### CREATIVITY



100%

### COLLABORATION



90%

### ACCOUNTABILITY



100%

### LEADERSHIP



90%

## WORK EXPERIENCE

*Work*

2019

### CREATIVE DIGITAL STRATEGIST

THE MONEY STORE (2019-2023)

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 (2017-2018)

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 DI 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

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

### PHOTOGRAPHY

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

## PROFESSIONAL SKILL

*Skill*

### PHOTO/VIDEO



### FINAL CUT



### ILLUSTRATOR



### PHOTOSHOP



### SOCIAL MEDIA



### DESIGN





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# PORTFOLIO

CREATIVE DIGITAL STRATEGY & CONTENT CREATOR

## PORTFOLIO

*Portfolio*

### DIGITAL ASSETS & BRANDING

Various branding assets created for The Money Store, Movement Mortgage, Lensander Media, Cito Care non-profit & past clients.



### GRAPHICS, PHOTO & VIDEO

Highlighting samples of various projects ranging from digital ads, animated explainer videos, flyers, fundraisers, photoshoots, banners, folders and branding.

