

#### CONTACT



(805) 708-0590



nlensander@me.com



nicklensander.com



1482 E Valley Rd Ste 650 Santa Barbara, CA

#### REFERENCES

#### **Adam Constantine**

Founder, Ace Creatives (919) 622-1073

#### John Murphy

Former Social Media Director. Cigna/Aetna (860) 558-1684

#### Mack McConkey

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

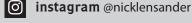
#### INTERESTS



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









# NICK LENSANDER

CREATIVE DIGITAL STRATEGY & CONTENT CREATOR

### 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**



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 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





# **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

PHOTO/VIDEO **ILLUSTRATOR** SOCIAL MEDIA



**FINAL CUT PHOTOSHOP** 





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Adam Constantine, Founder Ace Creatives

(919) 622-1073

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

## INTERESTS



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#### SOCIAL





facebook.com/nicklensander



instagram @nicklensander



linkedin.com/in/nicklensander

# **PORTFOLIO**

CREATIVE DIGITAL STRATEGY & CONTENT CREATOR

#### PORTFOLIO **\***

# FOLIO

#### **DIGITAL ASSETS & BRANDING**

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







Pac Central REGION

MOVEMENTMORTGAGE

#### **GRAPHICS, PHOTO & VIDEO**

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

