

Nicole Krug

Principle & Digital Strategist at Social Light

Washington D.C. Metro Area, MD, US

Making the internet a friendlier place

Biography

Nicole Krug founded Social Light in 2009 to help make the internet a friendlier place for small businesses. Through Social Light she helps clients hone their digital marketing strategies to bring more exposure to their brand and boost their bottom line.

Prior to Social Light, Nicole spent 10 years in enterprise marketing and business development for brands as diverse as The North Face and BB&T Bank. From developing marketing programs and e-commerce channels to improving organizational performance and building profitable business relationships, Nicole understands revenue goals and how to meet them.

When she's not hard at work on client strategy, you'll find Nicole cooking up a storm or planning her next trip. She is a strong supporter of literacy, volunteers with the Cooking Matters™ program, and has done pro bono social media campaigns for K-9 LifeSavers.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Advertising/Marketing, Internet, Social Media, Professional Training and Coaching

Areas of Expertise

Marketing & Branding, Web 2.0 Strategies and Tactics That Work, Web Design and Trends, Social Media Strategy, Email Marketing, Online & Mobile Website Production, Small Business Communications, Small & Medium Business Marketing, Seo - Search Engine Optimization

Event Appearances

Using Automated Email for Customer Engagement

Her Corner Speaker Series

Email Marketing

The Modern Mompreneur

Content is King

#BrandNew14

Brand Essentials

DotOrg DC

Social Media Strategy

George Washington University

Testimonials

Bob Lang

“When I first spoke with Nicole, it didn't take me long to figure out she was perfect for the job. Without a doubt, she has taken my business to another level, one that has shown increased sales, traffic, page views and a complete makeover. I would recommend Nicole's services to anyone who wants to raise their business to higher level. ”

I. Shere

“Partnering with Nicole was a 5-star, A+ experience. Nicole was always responsive to our concerns, and she often suggested strategies based on current and quickly-changing social media. Nicole's plans created opportunities for us to connect more successfully with our target audience. Without reservation, we give Nicole our highest recommendation!”

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