

Nicholas Osborn

SUMMARY:

Forward-thinking technology consultant with over 15 years of experience providing digital marketing and IT support solutions for clients. Earned Associate's degree in Computers and Electronic Technology from DeVry University, Phoenix in 2005. Established freelance IT consulting business serving local clients from 2005-2022. Developed websites, implemented SEO strategies, ran Google Ads and supplied ongoing technical support in addition to hands-on PC/Mac repair. Built trusted relationships and reputation with diverse clientele including healthcare providers, law firms, non-profits and SMBs.

EXPERIENCE:

Co-Owner of Inspired Marketing & Design

2022 – Present

- ✓ Designed and developed dozens of WordPress websites for Inspired clients across industries like medical, beauty, home renovation and construction.
- ✓ Manage website hosting servers as well as database and file backups for reliability and security. Monitor for threats.
- ✓ Craft visually appealing social media creatives including infographics, banner ads, and branded imagery using tools like Canva, Illustrator, Photoshop.
- ✓ Implement ongoing search engine optimization strategy for core agency websites as well as client sites by analyzing metrics in Google Analytics and Search Console to improve rankings.
- ✓ Research and stay on top of emerging web design trends, content management systems, and secure hosting solutions to provide technology recommendations.
- ✓ Supply UX and conversion focused website optimizations to improve performance based on heatmaps, forms data and analytics.

Freelance IT Consultant and Digital Marketing Professional

2005 –2022

- ✓ Designed dozens of websites for small business owners including design, marketing, hosting and security
- ✓ Created Google Ads campaigns with landing pages to promote client offerings both locally and nationally with high conversion success.
- ✓ Generated more traffic, leads and sales through on-page SEO best practices and Google Ads campaign management.
- ✓ Repaired thousands of laptops, desktops, tablets and smartphones resolving hardware and software issues for residential and business customers.

EDUCATION & SKILLS

DeVry University 2002 - 2005

Phoenix, Arizona

Associate of Applied Science in Computer & Electronic Technology, 2005

- Web Design: Proficient in HTML, CSS, JavaScript; Experienced with WordPress, Shopify, Wix, and SquareSpace
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro
- Digital Marketing: SEO, Google Ads, Social Media Strategy, Facebook Ads
- IT Consulting: Network Administration, Hardware Repair, Windows/Mac Troubleshooting
- Google Analytics: Expert in tracking KPIs and generating performance reports
- Emerging Technology: Knowledgeable in AI, Machine Learning, Blockchain, IoT
- Project Management: Technical expertise to manage complex projects from concept to completion
- Client Relations: Trusted advisor for ongoing digital consulting and support