

# Nick Huhn

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**CAREER OBJECTIVE:** To obtain a role in management that maximizes the intersection of my experiences in technology, marketing and business strategy to reveal profitable and enduring brand experiences.

## **SUMMARY OF QUALIFICATIONS:**

- Develop and manage collaborative efforts in creative, technical, and strategic realms
- Results-driven versatelist with strategic insights and tactical competence
- View cultural and commercial landscapes with an international perspective

## **PROFESSIONAL EXPERIENCE:**

### **Opportunity Cultivator & Principal, Avocado Digital Strategy**

Louisville, KY; July 2008 – Present

- Architect the transition from traditional print publications to digital content library including enewletters, podcasts, and related multimedia for a clinical health care publisher
- Partner with advertising, marketing, and public relations agencies to elevate strategic considerations and tactical execution of social- and community-focused marketing efforts for internal and client use
- Present insights and experiences to businesses and not-for-profit organizations as contributor and board member of Social Media Club Louisville

### **New Media Strategist, Yum! Brands / Public Affairs**

Louisville, KY; August 2007 – July 2008

- Led overall corporate and brand communications digital strategy including proactive and crisis management messaging to promote and protect brand image on platforms such as Facebook, MySpace, Google, YouTube, Yahoo, blogs, Twitter, and corporate website entities
- Used best practices and emerging innovations in marketing, technology, and business to listen and respond effectively to the customers of A&W Restaurants, Kentucky Fried Chicken, Long John Silver's, Pizza Hut, Taco Bell, and Yum! Restaurants International
- Developed, executed and analyzed consumer-generated media communications strategies including monitoring online brand reputation and enhancing online customer experiences

### **eBusiness Strategist, Norton Healthcare / Marketing & Communications**

Louisville, KY; January 2006 – July 2007

- Collaborated with Marketing managers, vendors, organizational leaders, and other stakeholders to develop strategic and tactical plans for web, interactive and other creative assets
- Established and analyzed business metrics to determine financial viability, return on investment; 2006 vs. 2005: 64.92% increase in online financial transactions; 38.22% increase in website leads
- Implemented marketing media including: RSS, blogs, videos, email news, search engine marketing
- Served as team expert on usability, standards, design, information architecture, analytics, reporting

### **Opportunity Cultivator & Principal, Avocado Group, LLC**

Louisville, KY; September 2004 – January 2006

- Partnered with entrepreneurs to transition ideas into business opportunities through business plan development, marketing plans and analysis, financial modeling, grant research and writing

### **Marketing, Branding and Design Consultant, Innovative Electronic Designs, Inc. / Software**

Louisville, KY; March 2002 – September 2004

- Created web-based media to augment the aesthetics and functionality of transportation and hospitality information displays
- Partnered with Sales and Marketing Teams to imbue creativity into advertisement concepts as well as branding and content enhancements for software media and digital communications
- Developed technical documentation and procedural manuals for software users

**Manager of Creative Development and Web Services**, The Internet Community, LLC

Louisville, KY; June 2000 – March 2002

- Implemented E-commerce solutions, evaluated new products and services, designed and tested numerous websites, and deployed ancillary internet products
- Collaborated with customers, vendors, management, designers, and off-site solution providers to ensure consistent quality, style and delivery of products and services
- Supervised and administered the creation and maintenance of all print and electronic media

**Webmaster**, Papa John's International, Inc. / Information Systems

Louisville, KY; May 1994 – January 2000 (Full- and part-time employment through high school and college)

- Designed and managed the Papa John's International, Inc. corporate website that ranked #1 in categories of usefulness, visual appeal, and navigation in a January 1998 *USA Today* article
- Assisted in the translation from English to Spanish of the proprietary order entry software for the international expansion of Papa John's into Latin America
- Created documentation for a variety of technical processes and procedures
- Provided technical support and troubleshooting for hardware, software, and networking issues

**EDUCATION:**

**Masters of Business Administration** (IMBA), University of Louisville, Louisville, KY; May, 2004

- Consulted with established businesses and new ventures to enhance growth, streamline operations systems, and maximize productivity and profitability

**Bachelor of Arts**, Centre College, Danville, KY; May, 2000

- Double Major: Economics, Spanish; Selected for inaugural Centre-in-Mexico study abroad program

**INTERESTS:**

- Learning, travel, technology, linguistics, creative writing, volunteering