

NICK MERKELSON

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Content Marketing and Communications Strategist

SUMMARY

Senior content strategy and communications leader who develops scalable content systems and shapes brand narratives that strengthen credibility and drive business growth. Demonstrated success in leading strategic B2B marketing initiatives and translating complex ideas into clear, compelling stories that align teams and engage diverse audiences. Trusted advisor to senior leadership and cross-functional partners, delivering measurable impact on engagement, organizational trust, and enterprise performance.

CORE COMPETENCIES

- Content Strategy Driving Revenue & Market Positioning
- Executive Messaging for Sales, Growth & Stakeholder Influence
- Global Editorial Operations & Scalable Workflow Design
- Cross-Functional Leadership & Strategic Partnerships
- Performance Measurement & Optimization
- Global and Enterprise-Scale Communications
- AI-Enabled Content Innovation

PROFESSIONAL EXPERIENCE

Savills | Denver, CO

Savills is a global, top-tier real estate advisory and investment services firm, operating across 700 offices in 70+ countries worldwide.

Senior Manager, Content Marketing and Communications

5/2021 – 9/2025

- Directed North American content and communications strategy for a \$360M business, owning enterprise storytelling and thought leadership across 15+ service lines, strengthening market credibility across owned and earned channels.
- Enabled \$10M+ in new business by delivering go-to-market narratives, sales enablement assets, and client-focused insights that clarified value propositions and shortened B2B sales cycle.
- Modernized editorial operations and performance measurement, reducing content turnaround time 70%, increasing output 30%, and introducing KPI-driven reporting to optimize engagement and campaign effectiveness.
- Partnered with executive leadership and cross-functional teams (HR, Marketing, Sales, Communications) to activate strategic priorities and align leadership messaging across enterprise initiatives.
- Improved productivity and capability for 150+ contributors through editorial governance, structured coaching, and workflow standardization.

Manager, Communications

6/2019 – 5/2021

- Owned editorial planning and execution for 300+ enterprise communications annually, aligning leadership messaging with business milestones, change initiatives, and strategic priorities.
- Established editorial standards and review governance, elevating message quality and scaled storytelling.
- Drove strong engagement outcomes (76% average open rate; 11% CTR) through audience segmentation and message optimization.
- Launched leadership-driven storytelling campaigns reaching 42,000+ global employees, increasing executive visibility and trust during periods of growth and operational change.

Lord Cultural Resources | New York, NY

Lord Cultural Resources is the global authority in museum and cultural-sector planning, with a portfolio spanning 2,700+ projects in over 57 countries and 450 cities.

Content Marketing Lead, Strategy Consultant

8/2018 – 5/2019

- Modernized global content and thought leadership strategy, improving consistency, speed, and impact.
- Advised Founder and President on executive communications, elevating leadership credibility and organizational clarity.
- Generated \$2M+ in new business through client-facing reports, proposals, and strategic communications.
- Led high-visibility global initiatives, including stakeholder communications for 500+ leaders and a multi-city international executive conference.

The Metropolitan Museum of Art | New York, NY

Content Lead, Collections Management Associate

6/2014 – 3/2018

- Advised senior leadership on content strategy, governance, and information management, leading editorial workflows for the CEO, Executive Team, and Board.
- Designed and implemented reporting and information systems that improved decision-making, alignment, and coordination across internal stakeholders and international partners.
- Developed and operationalized a departmental strategic plan to expand international collaboration, positioning the museum as a global leader in scholarship, access, and institutional best practices.
- Provided rigorous editorial oversight and quality control across executive materials, scholarly publications, and curatorial content (17 major exhibitions), including contribution to the museum's first recordkeeping standards revision in 40 years.
- Co-founded and led an internal leadership initiative, advancing professional development and employee experience for 200+ members and influencing culture for 1,000+ peers.

Collections Management Assistant

10/2013 – 6/2014

- Managed large-scale enterprise data and documentation systems (60,000+ records), supporting accurate public-facing and internal information delivery at global scale.
- Served as primary point of contact for high-volume research and records requests, advising internal and external stakeholders and establishing a reputation for responsiveness and trust that led to promotion.

EDUCATION

Master of Arts, Cultural Heritage – with *Distinction Honors*

University College London, UK

Bachelor of Arts, Religion and Archaeology – *Magna Cum Laude*

Carleton College, Northfield, MN