

# Hi, I'm Nick, and I produce delightful experiences that create lifelong advocates.

With almost a decade of diverse experience spanning creative strategy, performance marketing and content production, I craft award-winning data-informed content that audiences love. To borrow a software term, I'm a full-stack marketer, equally at home leading a creative performance review, hosting a livestream, or shooting and editing a video. Although I'm a startup veteran and well versed in scrappy agility and fast iteration, I'm also an empathetic customer advocate, building connections with my audiences, and developing deep-seated brand loyalty.

You can find a portfolio of my work at [www.madebynick.co.uk](http://www.madebynick.co.uk)

## Contact

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## Experience

Dec 2024  
July 2020

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Senior Content Strategist and Producer

Glowforge, Seattle, WA

- Worked as a Producer and Art Director on 3 major video shoots, including a major new product launch.
- Won a Webby Award for our "Create Your World" campaign hero videos.
- Devised demo segment for TV that resulted in a product launch that sold out in less than 8 minutes.
- Produced a successful livestream series resulting in increased engagement, brand loyalty, and vocal customer advocates.
- Worked closely with stakeholders to strategize, source, and produce a steady stream of content for performance testing, leveraging internal and external creative partners to satisfy budget and deadlines.
- Produced both pre and post purchase media to create and maintain a delightful customer experience.

July 2020  
Oct 2018

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Growth Marketing Manager

Glowforge, Seattle, WA

- Utilized limited resources and minimal budget to create our first in-house content library. The most successful of these assets are still used today, almost 5 years later.
- Developed the content for our first full-funnel marketing strategy, significantly boosting website traffic and successfully nurturing prospects through to purchase.
- Developed a successful post-purchase survey that provided insightful customer data and highlighted a multi-year consideration period.
- Led creative review sessions with agency partners and developed our first Creative Best Practice guide.

Oct 2018  
Jan 2016

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Project Designer

Glowforge, Seattle, WA

- Played an instrumental role in developing the Design Catalog and Proofgrade, two core product lines that complement Glowforge and optimize customer experience
- Acted as a QA engineer in the absence of a dedicated team during the development of the Glowforge 3D Laser Printer, working closely with the hardware and software teams to create a product our customers would love.

Jan 2016  
July 2013

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IS&T Problem Coordinator

Apple Inc. London UK

- Coordinated worldwide teams to resolve system issues with a business impact greater than 1 million pounds.

July 2013  
Dec 2012

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IS&T Retail Systems Analyst

Apple Inc. London UK

- Opened 4 new Apple Stores across Europe including a major flagship location in Barcelona.

## Awards

Webby Award Winner for "Create Your World" video campaign – Jan 2022

## Skills

Art Direction, Content Marketing, Content Strategy, Creative Strategy, Customer Experience, Digital Design, Film Production, Marketing Strategy, Online Advertising, Performance Marketing, Product Design, Prop Making, Strategy, Video Production

References available on request