

# NICHOLAS MERKELSON

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## Content Marketing and Communications Strategy Leader

Dynamic content and communications leader with 15+ years of experience driving scalable strategies that build trust, strengthen brands, and advance business goals through integrated, human-centered storytelling. Skilled at directing strategic initiatives and translating complex ideas into clear, compelling narratives that engage audiences and reinforce culture. Recognized for steering change with agility and empathy, fostering high-performing cross-functional teams, and protecting retention, reputation, and business performance.

### AREAS OF EXPERTISE

- Cross-Functional Leadership
- Strategic Planning
- Content Strategy
- Project and Program Management
- Stakeholder Collaboration
- Partnership Management
- Executive Communications
- AI-Powered Content Creation
- Thought Leadership
- Editorial Review
- Internal and Employee Communications
- Team Development
- Budget Management

### PROFESSIONAL EXPERIENCE

#### **Savills | Denver, CO | 2019 – 2025**

*Senior Manager, Communications and Content Marketing | 2021 – 2025*

*Manager, Corporate Communications and Marketing | 2019 – 2021*

Directed North American content and communications strategy for a \$360M real estate business, ensuring brand-aligned messaging across services, products, and culture. Scaled content operations, streamlined cross-functional workflows, and advanced strategic initiatives that elevated visibility, engagement, and market positioning.

- Spearheaded corporate storytelling across short- and long-form content, sharpening voice and positioning to support B2B growth, contributing to increased client engagement and thought leadership visibility.
- Developed go-to-market, on-demand marketing collateral for 14+ national service lines, accelerating sales cycle and directly supporting \$10+ million in new business pursuits.
- Directed multi-channel content campaigns, reaching tens of millions across print and digital platforms.
- Integrated AI tools and technology into editorial workflows, reducing average turnaround time by over 70% and increasing monthly output by 30%, streamlining stakeholder feedback and approvals.
- Launched internal spotlight campaigns—including “Inside the Box” and “Three Questions”—reaching 42,000+ global employees and amplifying visibility of people, culture, and business strategy.
- Built and implemented KPI-driven reporting frameworks to continuously monitor content strategy, ensuring data-informed refinements that increased engagement and campaign ROI.
- Led strategy, copywriting, design, and deployment for 300+ annual internal communications, ensuring brand consistency, timely delivery, and high engagement across business units.
- Created email campaigns that achieved an average 76% open rate and 11% click-through rate, boosting transparency and employee connection to organizational priorities and direction.
- Mentored 40+ indirect reports, improving cross-functional performance, morale, and capabilities.

## **Lord Cultural Resources | New York, NY | 2018 – 2019**

*Content Marketing Lead, Strategy Consultant to Non-Profits and Institutions*

Recruited to modernize global content strategy and operations for the world's leading cultural consulting firm. Built scalable systems for publications, thought leadership, and digital channels while partnering on strategic planning and interpretive design projects for global clients.

- Served as trusted advisor to Founder and President, partnering on executive communications, internal announcements, thought leadership, publications, and social media.
- Oversaw copywriting and editing of brand-aligned content on corporate website, email and owned channels; increased *Cultural News* newsletter distribution by 40% in six months.
- Authored client-ready reports and proposals that contributed to winning \$2M in new business engagements and strengthening relationships with high-profile organizations and institutions.
- Contributed to six strategic planning and change management projects for institutions and municipalities, including workshop facilitation with 500+ staff, board members, and community stakeholders.
- Enhanced onboarding and training program, improving new hire journey for 11 new recruits.
- Directed a 10-day, three-city conference in Russia, leading workshops for 65+ museum executives on best practices in institutional governance and development.

## **The Metropolitan Museum of Art | New York, NY | 2014 – 2018**

*Collections Management Associate, Content Lead | 2015 – 2018*

*Collections Management Assistant | 2014 – 2015*

Oversaw collections documentation and editorial processes at one of the world's preeminent cultural institutions. Streamlined information management systems and institutional reporting, strengthening alignment between staff, leadership, and global stakeholders.

- Coauthored institutional strategy for information management and archives preservation, resulting in the museum's first recordkeeping standards revision in 40 years.
- Created and operationalized departmental strategic plan for increased international collaboration, enhancing the department's reputation as a global leader in scholarship, education, and access.
- Refined 60,000+ object records, impacting 6+M museum visitors and 31+M online visitors.
- Copyedited executive presentations, scholarly articles, and exhibition materials for 17 exhibitions.
- Managed stakeholder communications as lead contact for ~50 weekly records requests, engaging with diverse constituencies across the globe.
- Cofounded Emerging Leaders Resource Group, advocating career growth and professional development on behalf of 200+ members and 1,000+ non-member peers.

## **EARLY CAREER**

Collections Manager, History Associates Inc., New York, NY

Curatorial Fellow, Coe Hall Museum, Planting Fields Foundation, Oyster Bay, NY

Collections Fellow, Smithsonian National Museum of Natural History, Washington, D.C.

## **EDUCATION**

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

University College London, UK

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

Carleton College, Northfield, MN