

George Nikanorov

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Award winning C-Suite Level Marketing and Communications professional, with Sales/Business Development experience, sporting a successful track record in developing and executing B2B Marketing Strategies, Curricula, Programs and Projects to streamline brand messaging, generate new opportunities and deliver measurable results.

CAREER SYNOPSIS

National Regulatory Services (Formerly part of LexisNexis Risk), New York, NY – June, 2017 – March 2022

Financial Compliance for Investment Advisers and Broker Dealer Firms - <http://www.nrs-inc.com>

Marketing Manager

Rescued, re-developed and grew a Marketing and Communications Strategy and Program that delivered results across the board for their portfolio of education, SaaS technology solutions and consulting solutions.

Marketing and Communications Strategy

- Developed and executed a multi-year marketing strategy that resulted in 40% attribution to all sales opportunities, 50% attribution to conference transactional sales, and a close to 200% increase in SaaS technology sales.
- Strategized and issued corrective action relating to NRS's Net Promoter Score (customer survey); increasing our score from -19 to +25 in four months, and has kept a positive net promoter rating for the past four years.
- Re-prioritized Marketing design and development modifications to internal and contracted resources; reducing overall cost and saving 20% of budget.
- Recovered \$15,000.00 in mis-spent Marketing initiatives that did not generate results, allowing NRS to reset its strategy for the remainder of 2017, even with 70% of the budget spent, leading to increases in Marketing budget.
- Re-positioned Marketing as a business partner across the business unit through weekly and monthly checkpoints with cross-enterprise stakeholders in a matrix-based organization.
- Re-started and completed priority projects with corporate resources including NRS re-branding, Marketing Automation (Eloqua), CRM integration (Salesforce), FIRE brand integration and the NRS Cybersecurity offering.

Social Media / Digital Marketing / Campaign Marketing

- Developed strategy and executed for campaigns promoting SaaS technology solutions, including ComplianceGuardian and ComplianceMax; resulting in close to 200% increase in 2020 technology revenue
- Worked with Marketing Operations and Sales teams to implement Eloqua Marketing Automation and execute drip campaigns to promote Spring and Fall Conference, resulting in 50% attribution to overall revenue, reduced bounces to less than 1% and increases in click to open rate of up to 50%.
- Re-developed Evolution Revolution campaign cadence with partners; resulting in over 200 downloads per year, and 20 press clips, including coverage in traditional business media.
- Developed campaigns for Education and Technology; increasing overall revenue for portfolio businesses.

Event Marketing

- Re-strategized our trade show Marketing into broader campaign cadence, putting forth incentives and products, leading to tangible opportunities even in a virtual trade show environment.
- Expanded audience through the use of Discovery matching and list development and worked out an SLA on proper data use for Marketing
- Established SLA's with Sales team on follow-up for lead opportunities.
- Worked to Market the NRS Spring and Fall Conference; facilitating lead opportunities for the Sales team and leading to incremental increases in attendance.

SPHERE Technology Solutions., Jersey City, NJ – April 2016 – May, 2017

Data Governance, Security and Compliance Solutions <http://sphereco.com/>

Director of Marketing

Developed and executed Marketing and Communications Strategy centering on streamlined brand messaging, lead generation, supplier diversity, partner marketing, and the deployment of Marketing tools to generate results

Marketing and Communications Strategy

- Strategized with Executive Management to develop multi-year Marketing plans encompassing high-level messaging, lead generation, event outreach, partner engagement and collaboration.
- Developed tactical Go-to-Market strategies for promoting CISO Advisory Services, and SPHEREBoard SaaS Solution, resulting in new opportunities.
- Executed successful PR strategy to actively promote services, executive appointments, and evangelist content

Social Media / Digital Marketing

- Re-conceptualized elements of website to increase traffic and engaged in website redesign.
- Conducted SEO exercise including development of meta keyword and description strategy and submissions
- Negotiated access and implemented Marketing and Business tools including Hootsuite, Mautic and GotoMeeting

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SPHERE Technology Solutions (Continued...)

Partner Marketing

- Worked with partners including Watchful Software, Quest Software and Varonis Systems to develop and execute successful co-branded call campaigns, webinars, and promotions, leading to increased revenue for both partner products, as well as SPHEREboard
- Negotiated and secured Channel Partner Marketing funds from Dell Software for co-branded events
- Re-tooled and re-developed partner marketing materials to comply with company brand messaging

Business Development

- Worked with stakeholders to certify organization as a Woman Owned Business and plan with Sales to develop new business opportunities among Supplier Diversity programs
- Generated lead opportunities through engagement of Inside Sales Representative – mentoring and ensuring that messaging was on point to deliver results and secure initial meetings
- Oversaw list cleanup exercise to re-qualify potential opportunities
- Negotiated and implemented the Raining lead research tool to help secure new opportunities both with current and potential target clients
- Oversaw and executed successful trade show operations throughout full life cycle including securing value-added Marketing opportunities

DATA Inc., Montvale, NJ – November 2005 - October 2015

IT Solutions and Services <http://www.datainc.biz/>

Head of Marketing

Developed and executed a global Business-to-Business Marketing and Communications Strategy, enhancing brand messaging, improving business development, and shortening the qualification and conversion of new business opportunities

Social Media / Digital Marketing / Strategy

- Led three successful re-development and re-conceptualization projects centering on brand messaging
- Developed a unified social media presence on Facebook, Twitter, LinkedIn, and YouTube
- Implemented automated social media system utilizing Hootsuite
- Developed 'organic' Marketing effort through the re-posting of job opportunities, blogging, and recruiting outreach – building new client lead pipelines
- Trained Sales and Recruiting on how to brand themselves on Social Media and how to prospect for leads
- Executed Search Engine Marketing, Social Media and Email campaigns including organic keyword identification to drive traffic to case studies, webinars, and social media

Event Management

- Oversaw successful trade show operations throughout the full lifecycle including identification, campaign development, execution, post-follow-up activities and mobile lead collection
- Developed the 'networking mixer' event series focused on educating consultants to deliver brand messaging at client sites leading to new client business
- Worked with Sales to develop client-targeted events including partnership summits
- Worked with the technology to develop webinars, targeting show leads, clients and partners
- Planned and participated in annual global strategic planning meetings

Marketing/Public Relations

- Designed and executed successful Public Relations campaigns working with technology and HR and identified article topics, 'ghost writing' of articles and placement in industry publications
- Successfully executed multi-year PR campaign centering on a global IT Industry Survey report, resulting in coverage in large national and trade publications
- Developed relationships with key associations and event management organizations to secure media opportunities and speaking engagements
- Facilitated corporate philanthropy relationships through the facilitation of volunteer opportunities and organizational donations

Business Development

- Successfully developed and acquired State Government IT business opportunities
- Worked with stakeholders to certify the organization as a Minority Business Enterprise with local / state government and two largest MBE certifying bodies, leading to being added as a Tier-1 vendor with clients
- Developed and acquired lead opportunities as a Minority Business Vendor with two largest certifying bodies
- Worked with Sales and Executive Management to re-develop product offerings to increase sales opportunities
- Developed and implemented a proposal process consisting of cross-functional response teams

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SKILLS AND EXPERTISE

- Social Media / Internet Marketing / Advertising
- Mobile Marketing
- Public Relations and Communications
- Sales / Business Development
- Event Planning / Management
- Strategic Planning
- Bullhorn CRM System
- Mautic Marketing Automation
- Eloqua Marketing Automation
- Mailchimp
- Salesforce CRM System
- Streamsend / MailChimp Email System
- Hootsuite Social Media Platform
- Spredfast Social Media Platform
- Adobe Creative Suite
- HTML
- Supplier Diversity / MBE Certifications
- WordPress
- Exact Target
- Lumen5, Vidyard

HIGHLIGHTED VOLUNTEER EXPERIENCES AND ADDITIONAL WORK

Passaic County Community College – 2009 to Current – *Adjunct Professor*

Guided college students on their learning journey focusing on a number of business related topics ranging from Introductory Business, Marketing, Professional Selling, International Business and Management.

Hidden Village Condominium Owners Association – 2013 to 2019 – *Secretary / Vice President*

Serving as an officer on the Condominium Association to oversee and address community policies and issues, selection of vendors, and community events.

New Jersey Technology Council (Now known as TechUnited NJ) – 2011 to 2017 – *IT Advisory Board and Ambassador*

Worked with technology and business leaders to drive ideas for events, recruit members, and build a platform for expanding the influence of the technology industry in New Jersey.

Township of Vernon NJ – 2013 / 2014 - *Vernon Economic Development Advisory Committee Member and Co-Chair*

Worked with Council members and volunteers to develop the award winning 'Shop Vernon' campaign and program; resulting in over \$250,000.00 spent locally in 9 months, and up to \$10,000.00 in property tax rebates.

SPEAKING ENGAGEMENTS AND RECOGNITION (PARTIAL LIST)

- **Accuity**, 2017 – *Brilliance Award 3rd Quarter*
- **University of Phoenix**, 2017 – *Marketing Guest Lecturer*
- **University of Phoenix**, 2015 – *Sprit of Service Award Winner (Award Recipient)*
- **upSKILL / New Jersey Institute of Technology**, 2013 – *Jobs 2.0 (Panelist)*
- **NJBiz**, 2013 – *The next home for online Job Advertising (Interview)*

EDUCATION

May 2007
Graduate **UNIVERSITY OF PHOENIX, Phoenix, AZ**
Master of Business Administration
Major: Marketing

June 2015
Graduate **Shaw Academy**
Foundation Diploma
Major: Digital Marketing

June 2002
Graduate **BERKELEY COLLEGE, White Plains, NY**
Bachelors of Business Administration
Major: International Business

REFERENCES FURNISHED UPON REQUEST