

Dean Nicholas

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Website manager, digital strategist, and communications professional, with a background in content design, web development, digital experience, CMS management, UX writing, and SEO.

I am a Canadian permanent resident with the right to work for any employer.

Professional experience

Digital Consultant

Scotia Gas Networks
London, UK

Jul 2024 – Apr 2025 (9 months)

Strategic direction, CMS management and maintenance, and content design for one of Britain's leading energy infrastructure organizations.

Key contributions:

- Led planning, product management, and execution of digital projects for Drupal-based corporate site and microsite, working with internal stakeholders and external vendors.
- Worked with editors and marketing teams to build content for digital channels, focusing on user needs, inclusivity, A/B testing, and accessibility.
- Wrote technical documentation and user guides for CMS and e-commerce software.

Digital & Content Manager

Social Finance Ltd
London, UK

Jan 2020 – Apr 2024 (4 years 4 months)

Content delivery, strategic communications, and website management for non-profit consultancy tackling social issues and improving public services in the UK & internationally.

Key contributions:

- Owned socialfinance.org.uk on strategic, technical, and content level, bringing professionalism to our digital output, posting double-digit increases in audience numbers and engagement, and driving new lead generation.
- Led end-to-end redesign of corporate site, working with external vendors and senior management to move site off Drupal, design information architecture, map user journeys, update UX and look and feel, develop new content, and meet audience needs.
- Oversaw company-wide brand refresh, working with external agency on style guide, visuals, and editorial tone, then led rollout across the organization.

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Digital Manager

History Today Ltd
London, UK

Apr 2011 – Oct 2019 (8 years 6 months)

Top level responsibility for website, e-commerce, online operations and other digital properties at legacy media publisher.

Key contributions:

- Website management and content strategy for Drupal-based site. Achieved major improvements in user reach, engagement and conversion.
- Grew digital revenue 200% YOY through revamped e-commerce strategy, new products, and engagement and monetization of new and existing customers.
- Introduced digital subscription & tiered paywall model targeted at individual and educational customers. Used data-driven approach to monitor & improve product.
- Project managed website migration, working closely with coding, design, UX and marketing teams both within and outside the organization. Developed project to unite CMS and CRM.

Digital Producer

HM Government
London, UK

Jul 2009 – Apr 2011 (1 year 9 months)

Prepared written daily digests of domestic and foreign news and current affair from television, print and radio for UK government's Media Monitoring Unit.

Key contributions:

- Working in a busy and focused newsroom environment, monitored cross-platform media and wrote daily reports for delivery to senior governmental figures.
- Helped to improve public access to governmental digital services as member of cross-departmental team behind gov.uk website project.

Education

BA (Hons) Film and Communications

University of Westminster

Technical proficiency

Web: HTML, CSS, Javascript, PHP, Contentful, Drupal, Wordpress, AEM

Design: Figma, Adobe Creative Suite, Axure, Canva, Flourish

Project management: Trello, Monday, Jira

Marketing & analytics: Google Analytics, Hotjar, HubSpot, SEMRush, Ahrefs

Social media: Facebook, Twitter, LinkedIn, Instagram