

Dean Nicholas

Toronto, ON | dean.nicholas@gmail.com | 437-435-5823

Summary

Web producer and digital manager with 10+ years of experience leading enterprise digital strategies, content design, and multi-channel storytelling for global corporate, financial, and government entities.

Expert in CMS, UX writing, and creating clear, compelling, audience-focused content. Strong background in transforming digital communications, with a record of doubling digital revenue, boosting audience engagement by 40%, and successfully executing high-stakes digital operations for senior leadership.

Work experience

Digital Consultant (contract)

Scotia Gas Networks | London, UK

Jul 2024 – Apr 2025

Strategic direction, CMS management and maintenance, and content design for enterprise-level energy infrastructure organization.

Key contributions:

- Built template-driven webpages for corporate site, working with internal stakeholders and external vendors, resulting in improved customer experience and digital security.
- Troubleshooted CMS issues relating to layout, components, and HTML / CSS, supporting cross-departmental colleagues to maintain design integrity, site behaviour, and UX.
- Undertook content audit and used this to build audience-focused content and refine sitemap, resulting in greater clarity for users and a more streamlined site architecture.
- Developed microsite for organizational business plan, working with cross-departmental colleagues to define content and design and ensuring key parameters were met.

Digital & Content Manager

Social Finance Ltd | London, UK

Jan 2020 – Apr 2024

Content delivery, digital strategy, and communications for financial services consultancy tackling social issues and improving public services in the UK & internationally.

Key contributions:

- Drove roadmap for socialfinance.org.uk by leading strategic, technical, and content direction, achieving 40% increase in audience engagement and building lead generation.
- Engaged audience by working with cross-departmental colleagues to create assets including webpages, print publications, slides, media op-eds, and data visualizations, meeting user needs and adhering to financial industry regulations.
- Created and launched external e-newsletter, creating pathway for incoming leads and deepening relationship with audience.

...Continued...

Digital Manager

History Today Ltd | London, UK

Apr 2011 – Oct 2019

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

Key contributions:

- Overhauled website experience by launching membership program, achieving major improvements in user reach, engagement and conversion.
- Revamped e-commerce strategy and launched new products, growing digital revenue 200% YOY and expanding customer segments.

Communications Advisor (contract)

Government of Ontario | Toronto, ON

Oct 2017 – Feb 2018

Led migration of government digital content, copywriting new material using CP Style, meeting AODA guidelines, and ensuring zero interruption to customer experience during transition.

Core competencies

Strategy Communications Planning, SEO, Content Development, Web Production, CMS Development, Editorial Operations, Email Newsletters

Technical skills

HTML, CSS, Wordpress, Contentful, Jira, Adobe Creative Suite, Figma, Canva

Education

Bachelor of Arts in Film and Television | University of Westminster, London

Links

<https://linkedin.com/in/dean-nicholas>

<https://www.dean-nicholas.com>