

Nicola Erlich

Owner at Marbella Pulse

Marbella Area, Spain, , ES

Digital Marketing Consultant

Biography

Since setting up my first business - the first furniture package company based on the Costa del Sol - in the 90s, my professional life has been rewarding and exhilarating. As an entrepreneur, I have the freedom to create and mould a professional lifestyle that reflects my skills, passions and ethos; - being creative - connecting with people - providing a service that was previously lacking or underperforming - showcasing my work ethos for professionalism and going that extra mile in customer service. - "work like you dont need the money" - with a laugh and a smile. My latest business, 1on1 Consultancy is a boutique consultancy which has evolved from years of business consultancy and now focuses primarily on Online Marketing and Social Media for SMEs, entrepreneurs and non-profit organisations, creating unique strategies for each business or product as well as coaching & mentoring. I also run several online websites alongside 1on1 Consultancy, which more often than not are the guinea pigs for any new tools, methods or strategies in Social Media Marketing - an industry which is very much open to interpretation and constant evolution! I am also currently active in the local community in and around Marbella. I am the Press Officer for the local charity L.I.V.E. which supports "those less fortunate", namely children's charities in Malaga. In the past 6 months since I took on this responsibility, the charity has dramatically increased exposure and awareness of the cause both online as well as through local press and media. I also host the local "TweetUp", TweetMarbella which is a cosmopolitan, informal networking group which meets on a monthly basis. This is an opportunity to meet local or visiting people from the popular social networking site, Twitter, for business networking purposes or simply to come along, put a face to the tweets, or chat with others who understand Twitter and its benefits to businesses and individuals.

Industry Expertise

Direct Marketing, Social Media, Information Technology and Services, Writing and Editing, Management Consulting, Public Relations and Communications, Media - Online, Professional Training and Coaching, Business Services, Research

Areas of Expertise

Content Creation, Content Creation/Digital Audience Building, Copywriting, Social & Digital Media, Brand Journalism, Roi Digital Marketing, Small & Medium Business Marketing, Digital & Mobile Strategy, Marketing & Branding, Marketing & Corporate Strategy, Marketing & Media Strategy, Brand & Identity Development and Execution, Reputation Management, Reputation Management Strategies

Education

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