

# **Nicole Krug**

**Principle & Digital Strategist at Social Light**

Washington D.C. Metro Area, MD, US

Making the internet a friendlier place

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## **Biography**

Nicole Krug founded Social Light in 2009 to help make the internet a friendlier place for small businesses. Through Social Light she helps clients hone their digital marketing strategies to bring more exposure to their brand and boost their bottom line. Prior to Social Light, Nicole spent 10 years in enterprise marketing and business development for brands as diverse as The North Face and BB&T Bank. From developing marketing programs and e-commerce channels to improving organizational performance and building profitable business relationships, Nicole understands revenue goals and how to meet them. When she's not hard at work on client strategy, you'll find Nicole cooking up a storm or planning her next trip. She is a strong supporter of literacy, volunteers with the Cooking Matters program, and has done pro bono social media campaigns for K-9 LifeSavers.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Internet, Social Media, Professional Training and Coaching

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## **Areas of Expertise**

Marketing & Branding, Web 2.0 Strategies and Tactics That Work, Web Design and Trends, Social Media Strategy, Email Marketing, Online & Mobile Website Production, Small Business Communications, Small & Medium Business Marketing, Seo - Search Engine Optimization

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## **Event Appearances**

**Using Automated Email for Customer Engagement**  
Her Corner Speaker Series

### **Email Marketing**

The Modern Mompreneur

### **Content is King**

#BrandNew14

**Brand Essentials**  
DotOrg DC

**Social Media Strategy**  
George Washington University

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## **Testimonials**

### **Bob Lang**

?When I first spoke with Nicole, it didn't take me long to figure out she was perfect for the job. Without a doubt, she has taken my business to another level, one that has shown increased sales, traffic, page views and a complete makeover. I would recommend Nicole's services to anyone who wants to raise their business to higher level. ?

### **I. Shere**

?Partnering with Nicole was a 5-star, A+ experience. Nicole was always responsive to our concerns, and she often suggested strategies based on current and quickly-changing social media. Nicole?s plans created opportunities for us to connect more successfully with our target audience. Without reservation, we give Nicole our highest recommendation!?

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