

Nicholas Pokluda

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DIGITAL MARKETING & MARKETING ANALYTICS PROFESSIONAL

Marketing professional with 13+ years of experience across digital marketing, campaign strategy, and marketing analytics within the financial services industry. Experienced in managing multi-channel campaigns, optimizing paid search and SEO performance, and developing marketing reporting that improves engagement and product adoption.

Known for combining hands-on digital marketing execution with data-driven insights to refine campaigns, improve performance, and support business growth. Comfortable working cross-functionally with marketing, IT, operations, and leadership teams to align strategy, execution, and measurable outcomes.

Core areas of focus include digital marketing, campaign performance, customer acquisition, SEO, paid search, and marketing analytics.

PROFESSIONAL EXPERIENCE

Austin Telco Federal Credit Union – Austin, TX

Marketing Analyst – Marketing Analytics & Digital Strategy | 2023 – 2026

Led digital marketing performance analysis and campaign optimization supporting a \$2.5B financial institution.

Managed and evaluated marketing initiatives across paid search, SEO, website performance, and campaign reporting to improve engagement and product adoption.

Key contributions include:

- Managed and optimized Google Ads campaigns, improving campaign performance and product inquiry traffic
- Led SEO strategy and website optimization, increasing digital visibility across 24 branch locations
- Monitored and analyzed campaign performance across digital channels including paid search, email, and web
- Developed marketing performance dashboards using Power BI and Looker Studio to track campaign outcomes
- Queried and analyzed marketing data using SQL Server (SSMS) to support reporting and insights
- Maintained and updated website content, improving SEO performance and user experience
- Developed customer segmentation insights to refine targeting and marketing outreach

- Supported implementation of marketing technology platforms including CoreIQ CRM and Birdeye
- Collaborated with cross-functional teams to align marketing initiatives with business goals and improve campaign effectiveness
- Provided campaign reporting and insights that support acquisition, engagement, and product adoption initiatives

This role served as a key resource for both digital marketing execution and marketing performance analysis across the organization.

Austin Telco Federal Credit Union – Austin, TX

Marketing Director | 2017 – 2023

Led digital marketing strategy, campaign execution, and marketing operations supporting membership growth, product adoption, and digital engagement.

Directed multi-channel marketing campaigns across digital, web, and community channels while supporting organizational growth initiatives.

Key contributions include:

- Directed multi-channel marketing campaigns across digital, web, and community channels
- Managed Google Ads strategy and campaign execution
- Led two full website redesign projects, improving user experience and engagement
- Implemented SEO strategy and marketing tools including SEMrush
- Conducted market research and competitive analysis to identify growth opportunities
- Delivered marketing performance reporting and insights to support leadership decision-making
- Supported market expansion analysis contributing to entry into a new county

Worked closely with leadership, IT, and operations teams to align marketing initiatives with organizational goals.

Austin Telco Federal Credit Union – Austin, TX

Assistant Director of Marketing | 2014 – 2017

Supported marketing strategy and campaign execution across digital, print, and community channels.

Managed marketing campaigns from planning through performance analysis while coordinating initiatives across teams and vendors.

Key contributions include:

- Developed and executed **integrated marketing campaigns** across multiple channels
- Managed campaign lifecycle from planning through post-campaign evaluation
- Analyzed campaign performance data to identify optimization opportunities
- Coordinated marketing initiatives with internal departments and external vendors
- Supported community outreach and brand awareness initiatives

Austin Telco Federal Credit Union – Austin, TX

Marketing & IT Specialist | 2012 – 2014

Maintained digital platforms and supported marketing operations within a hybrid marketing and IT role.

- Managed website and social media platforms
- Supported digital marketing campaigns and content development
- Conducted marketing research and campaign performance analysis
- Supported IT operations including system backups and continuity
- Processed ACH and wire transactions in compliance with financial regulations

Early Career Roles

Austin Telco Federal Credit Union

Marketing Representative (Part-Time)

Teller (Part-Time)

Provided frontline banking services while supporting marketing promotions and member engagement initiatives.

EDUCATION

Master of Science – Marketing Analytics
Western Governors University

Bachelor of Arts – Graphic Design & Media Arts (Web Design)
Southern New Hampshire University
Graduated Summa Cum Laude | GPA 3.9

CERTIFICATIONS

Certified Digital Marketing Professional – Digital Marketing Institute / American Marketing Association

Google Digital Marketing & E-commerce Certification

HubSpot Inbound Marketing Certification

Additional training in marketing analytics, SEO, email marketing, and digital campaign measurement.

TECHNICAL SKILLS

Marketing Analytics & Reporting

Power BI

Looker Studio

SQL (SQL Server / SSMS)

Campaign Performance Analysis

Marketing Reporting

Customer Segmentation

Digital Marketing

Digital Marketing Strategy

Google Ads (PPC)

Search Engine Optimization (SEO)

Multi-Channel Campaign Management

Customer Acquisition

Marketing Technology

CoreIQ CRM

SEMrush

Birdeye

Creative & Web

Adobe Creative Suite

HTML/CSS

Website Management

Canva