

LSCPA Curriculum Vitae

Danielle Marie Nicholson

EDUCATIONAL BACKGROUND

1. Master of Science, University of North Texas, May 2011. Major Area: Radio, Television, and Film with emphasis in Media Industry Studies and a research focus in branded content in television formats.
2. Bachelor of Arts, West Texas A&M University, December 2007. Major Area: Mass Communications, Minor Area: Music.
3. 2023-Present: Certified Digital Marketing Professional, Digital Marketing Institute/American Marketing Association.

POSITIONS IN HIGHER EDUCATION

1. 2024-Present. Program Coordinator and Instructor, Social Media & Digital Communications Management, Lamar State College Port Arthur.
2. 2013-2023. Director of Marketing and Communications, OpenStax at Rice University.

First marketing hire for OpenStax; developed the marketing and communication strategies that positioned OpenStax within the top four higher education publishers in the U.S. Grew the adoption base with minimal sales support from less than 1,000 to over 6.5 million annual users, resulting in 70% of higher education institutions in the U.S. using one or more OpenStax resources. Established a compelling brand identity and market presence, making OpenStax the most recognizable brand in open education resources in higher education. Marketed a network of paid technology partner offerings, contributing to a 70% increase in revenue from partners within one fiscal year. Developed OpenStax's first CRM structure that maintains data on approximately 200,000 current and potential customers. Created data-driven digital marketing strategies that drove customer growth using tools such as marketing automation, SEO/SEM, paid search, and paid social media marketing. Launched the OpenStax National Student Internship Program with a grant from The Hewlett Foundation; mentored 10 college students in writing for digital media in support of a brand. Developed OpenStax's customer journey map and introduced prospective customer scoring and grading, resulting in consistent year over year adoption growth and efficient use of resources. Expanded OpenStax's Institutional Partner Program to serve high need schools, reaching an additional 10,000 Pell

Grant recipients each year. Launched OpenStax's first paid technology product, OpenStax Tutor, using inbound marketing tactics that resulted in adoptions at 36 colleges and universities within the first year. Oversaw the flagship website property and determined key performance indicators that ultimately improved web form data collection quality from 20% usable leads to 80%. Managed annual budget of approximately \$2 million, nine direct reports, and freelance staff or agencies as needed; created career pathways and professional development opportunities within the marketing team with support of central human resources. Developed strategy to launch and market the two-day Creator Fest, allowing faculty from across the U.S. to collaborate and create over 30 new open educational resources now available for anyone to use. Developed marketing and branding strategies for international models, including the launch of sub-brand OpenStax Polska and adoption strategies for OpenStax in the United Kingdom. Established the OpenStax social media presence, increasing authentic Facebook followers by over 14,000 and tripling the number of X (Twitter) followers within two quarters. Redesigned the OpenStax newsletter and opt-in process to increase engagement, resulting in 9,000 additional subscribers in 18 months. Pitched brand story ideas that resulted in coverage by the New York Times, CNN, Inside Higher Ed, Houston Chronicle, Slate, Fast Company, The Washington Post, campus news outlets, and local television networks.

3. 2008-2013: Media Coordinator and Marketing Specialist

Designed and produced marketing materials for international student recruitment, study abroad student recruitment, campus events promoting multiculturalism, international faculty initiatives, and the Intensive English Language Institute. Edited and designed Beyond Boundaries, the annual departmental publication distributed to the UNT campus,

members of the Dallas/Fort Worth community, and international alumni. Worked with department leadership to develop tactics to encourage cross-cultural understanding on campus. Collaborated with the central university communications team to develop and implement the UNT-International sub-brand.

ADDITIONAL RELATED EXPERIENCE

1. 2024-Present: Owner, Lumiere Strategic Marketing, Nederland, TX. Lead principal of a Southeast Texas-based marketing agency that provides brand strategy, digital marketing, and marketing leadership.
2. 2018-Present: Consultant, GLG Consulting, Remote. Consults various companies and investors on marketing and branding strategies within the postsecondary academic publishing and ed-tech markets, and marketing and sales automation and martech software adoption and brand scaling strategies.
3. 2023-2024: Director of Digital Experience, Summer Discovery, Roslyn, NY and Remote. Led the development and release of a new marketing infrastructure (website, landing pages, lead forms, PPC, CRM) within eight months that drove sales pipeline growth by 50% over prior year. Owned the digital customer journey from prospect to enrollment. Created and implemented digital marketing strategies that drove lead conversions across digital channels. Developed processes to increase efficiency and scale marketing operations
4. 2007: Creative Solutions Intern, CNBC, London, UK. Assisted producers with pre- and post-production tasks for long-form television programs sponsored by Royal Dutch Shell and BT Global. Invited select Fortune 500 business leaders after thorough research to ensure diverse participation at the CNBC debates at the World Economic Forum Annual Meeting in Davos, Switzerland. Hired production crew and assisted with logistics management for London-based productions.

PROFESSIONAL AFFILIATIONS

1. 2022-Present: Digital Marketing Institute Member
2. 2015-Present: American Marketing Association, Houston, Member

PROFESSIONAL DEVELOPMENT

1. 2024: AMA Academy, Beyond Vanity Metrics (ROI)
2. 2024: Digital Marketing Institute, Creating a Social Media Strategy for Success
3. 2023: Digital Marketing Institute, GA4 Intensive Training
4. 2021: AMA Academy, Core Components of Branding

LSCPA CAMPUS EXPERIENCE (leave blank if new to LSCPA)