



JEREMY J. NICKEL

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[LinkedIn](#) | [Portfolio](#)

Summary

8+ years of experience leading cross-functional projects, managing creative teams, and delivering impactful multi-channel campaigns. Expertise in content creation, creative direction, and leveraging AI tools for chatbot development, generative content (music, video, images), and workflow optimization. Skilled in UX design and research, end-to-end production, and process improvement, with a proven ability to deliver high-quality results on time and under budget.

Core Skillsets

- Project Management & Coordination
- Content Production & Optimization
- Process Improvement & Automation
- Cross-Functional Team Leadership
- Vendor & Stakeholder Relations
- UX Research & Documentation
- Budgeting & Cost Control
- Customer Support & Satisfaction

Technical Competency

- **Project Management:** Asana, Monday.com, Trello, Jira
- **Collaboration & CMS:** Confluence, SharePoint, WordPress, Zendesk, Intercom
- **Creative Tools:** Adobe Creative Suite, Final Cut Pro, Logic Pro, CapCut
- **Data & Analytics:** Google Analytics, Looker, Advanced Excel, SQL, Qualtrics
- **Ecommerce & Sales:** Shopify, Salesforce, HubSpot, Mailchimp
- **AI Expertise:**
 - Chatbot Development & Design: Proficient in creating intelligent, user-focused chatbot solutions using tools like Chatbase, ChatGPT, and Poe.
 - Generative AI: Skilled in producing high-quality music, video, and image assets using advanced AI tools and platforms, leveraging creativity with cutting-edge technology.
 - AI Model Proficiency: Experienced in utilizing a range of AI models, including ChatGPT, Claude, Perplexity, and Poe, to deliver tailored solutions for diverse projects.
 - Creative Problem Solving: Adept at integrating AI into workflows for content creation, productivity, and personalized user experiences.
 - AI Research & Experimentation: Passionate about exploring new AI tools and technologies to stay at the forefront of innovation.

Experience

Project Manager, Strategic Partnership Development Manager, Creative Producer, Content Creator

Freelance | 2015 - Present

Current: Client acquisition and development of adjunct company for Shipbots

Past Clients include, but are not limited to: Microsoft, IKEA, Bazaarvoice, Google, Instill Learning, Pastel Dreams LLC, RN 360, Kanka Grill, Coral Moon Media, Cosmetic Advertising, NGK, 4Team Corporation, Make Honey, Wildfire, Kandji, Flow Yoga, The Ask Method Company, Clear Correct.

Work Examples

- Consulted on marketing and development
- Produced and edited voiceover content and videos
- Delivered high-quality audio commercials for a US retail chain within a \$10K budget
- Managed the Microsoft Creators YouTube Program
- Created a knowledge base for Bucket marketing and sales software
- Organized global events for a medical device company, managing budgets up to \$1.2 million

Operations Manager

Yuga Labs | 2021 - 2023

- Built company infrastructure and audited operations for efficiency
- Led merch/product launches and built a capable operations team
- Worked closely under the COO to streamline operations and foster growth
- Spearheaded successful product launches, contributing to significant market expansion
- Established a customer service department, implementing Zendesk and Shopify POS, optimizing client interactions and event sales

Sr. UX Researcher

T-Mobile via Blink | 2020 - 2021

- Directed UX research initiatives for T-Mobile's Metro product line
- Implemented qualitative and quantitative research strategies
- Managed Asana timelines, ensuring efficient project delivery ahead of deadlines
- Conducted root cause analysis and testing, resolving critical UX issues
- Packaged large amounts of information into easily digestible content in the form of presentation decks, for the relevant stakeholders

Content Manager | Business Liaison

Apple | 2006 - 2014

- Managed relationships between Apple and some of the most revered names in the industry, like NBCUniversal, Disney, Viacom, Sony, and others
- Started and developed new departments within the iTunes ecosystem, including TV, Film, iAd, Apps, and Books
- Utilized my own passion for TV, film, books, and music to establish the bedrocks of communication models
- Took part in the collective task of building the partner relations team from the ground up, including creating documentation, training, and implementation of process
- Liaised between departments within Apple in relation to Film, TV, Music, iAd, Apps, and Books

Additional Highlights

- **Publications & Creative Work:** Published author (non-fiction & fiction), podcast creator, recording artist
- **Strong Communication Skills:** Experienced in training delivery, documentation creation, and executive presentations
- **Customer-Focused Service:** Consistently elevated customer satisfaction through proactive support and issue resolution