

# Terrance J. Nixon



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Terrance Nixon has over 10 years of experience in Media Strategy, Content Production, and Editorial in the Marketing industry. He combines strategic acumen and creative flair to produce campaigns that garnered industry acclaim for top-tier brands. As a consultant specializing in ideation and problem-solving, he consistently delivers exceptional and measurable results. Nixon's passion for storytelling, commitment to excellence, and extensive skill-set bring innovative value to colleagues, clients, and international audiences.

## Work Experience

### EDITORIAL

#### Editor, Ambassador Programs — *Marcel.ai • Publicis Groupe — 2023 to Present*

- **Marcel Communities - Communities Lead (EU & US)** - Facilitated a 172% YoY growth in new Communities on Marcel, consulted clients on Editorial content strategies and provided ideation, resources, and Editorial guidance empowering clients to produce "glossy" Editorial that resonated with global audiences. Hosted live events, produced and published training & promotional materials (articles, videos, and audio), deployed global customer sentiment surveys, and functioned as the liaison between users and the Product teams.
- **Work Your World - Content Strategist & Community Manager** - Developed the WYW 2.0 Comms Strategy to understand user impact and boosted participation of the program by 87% during its sophomore year; executed strategy, managed the Community, sourced and created custom Editorial, video, and audio content, as well as provided detailed reporting to stakeholders.
- **IGNITE 30-60-90 - Experience Producer** - Produced a custom program for the Talent Development client that catered to their Early Careerists audience, enriching their experience during the first 90 days of their career. Executing the program entailed composing and publishing editorial content, conducting live sessions in multiple cities, and partnering with the client to deliver measurable results.

#### Editorial Content & Marketing Experience Producer — *Marcel.ai • Publicis Groupe — 2021*

- **Marcel Editorial** - Worked with a dynamic team of Designers, Copywriters, and Publishers to produce premium Editorial for Marcel.ai (i.e. articles, podcasts, audio playlists, video series, and virtual events); reaching and engaging a global audience of over 100K users on a daily basis. Partnered directly with prominent figures across the global Publicis organization to produce elevated Editorial experiences.

### DIGITAL MEDIA STRATEGY

#### Associate Media Director | Specialist — *Razorfish • Publicis Groupe — 2020*

- **The Vanguard Group - B2B** - Developed research for new-business pitch which won the agency this Financial client; executed comprehensive digital Media strategy and integrated Content campaigns to successfully reach their niche target audiences online.
- **MSC Direct - B2B** - Launched, managed, and measured full-funnel digital Media campaigns; transforming the client's B2B Marketing strategy which enabled them to successfully adapt and ultimately grow business during the Covid Pandemic.
- **Business Development - Market Research Specialist** - Created advanced Research strategies and delivered comprehensive: audience, marketplace, and competitive insights leveraged across an array of new business pitches; resulting in notable wins for the agency's national Media Team.

#### Media Supervisor — *Razorfish • Publicis Groupe — 2017*

- **Grey Goose Vodka - "#LiveVictoriously"** - Managed digital strategy & execution of the "#LiveVictoriously" campaign; leading the account's international dollar financial operations, strategic partnerships, data analytics, and performance reporting for the North American region.
- **Esurance - "Surprisingly Painless"** - Launched and managed the campaign that rebranded the iconic Insurance brand; oversaw budgeting, performance optimizations, supervised three colleagues, and facilitated interdisciplinary collaboration across internal and integrated client teams.

### CONTENT PRODUCTION

#### Supervisor of Multicultural Content — *Spark Foundry • Publicis Groupe — 2015*

- **REI - #AccessOutdoors**: Managed account & client relationships from beginning to end; produced the award-winning MediaExperience Design that fit The Outdoors into Multicultural Millennial's pockets via 360° social video & live in-store experiences; overdelivering by 40%.
- **Red Lobster - Social Content Production** - Designed & produced custom Facebook Content for their USH audience; built and maintained close client relationships, managing workflows, meetings, and coordinating with strategy teams to ensure over-delivery.

### MULTICULTURAL MEDIA

#### Multicultural Media Associate — *Tapestry • Publicis Groupe — 2013*

- **P&G - Media Strategy** - Planned Media strategies across the brand's product portfolio - helped execute strategy for the #LikeAGirl campaign, the first FemCare Super Bowl campaign— ever.

## Professional Qualifications

### EDUCATION

- **The University of Texas** | B.S. Advertising, **TexasMedia** 2013

### PROFICIENCIES

- **Systems:** Adobe Experience Manager, Power BI, People Cloud Manager, AirTable, JIRA, FIGMA, Google Analytics 360°, Google Campaign Manager, Facebook Ads Manager, Prisma, Kantar, Nielsen MRI, Nielsen Ad Views, Pathmatics, ComScore, MediaTools, Tardis, ProofHQ, Canvas Social Listening, SocialTools, Apple iWork, Microsoft Office, Adobe Creative Suite, FinalCut Pro, Logic Pro
- **Languages:** English, Spanish, Japanese, Portuguese

### ACCOLADES

- **Starcom MediaVest Group Future Leader**
- **Challenge Coin Recipient** - Starcom Mediavest Group
- **Creative Media Awards** - 2016 "Multicultural Media" Category finalist: #Access Outdoors MediaExperience Design
- **Business Development & Corporate Communications Work Awards: 2016 Winner** for "Best Brand Experience Brought to Life Through an Event" - 2016 Multicultural Talent Pipeline MediaExperience Design