

Nicholas Polt

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Profile

Senior marketing leader with a 15-year track record driving brand, web, and content-led growth at public and private B2B SaaS companies. Most recently led brand marketing at a global software company delivering over \$50M in annual pipeline across more than 1,000 opportunities. I am a creative problem solver, a team leader and a doer, equally at home developing messaging playbooks, leading website redesigns, producing customer testimonial videos, optimizing sales pitch decks, and generating data-driven pipeline analyses.

Experience

10/2022 — 03/2025

Boston, MA

Global Head of Brand, Web, and Content Board International

- Drove over \$50M in annual pipeline and over 1,600 new sales opportunities for global enterprise financial planning software company
- Produced 65 new customer testimonials, product demos, and brand videos
- Optimized business development call scripts and email cadences, boosting lead follow-up speed and quality
- Launched brand messaging workshops and operationalized new playbook including elevator pitches, boilerplates, pitch decks, value props, target audience personas and competitive differentiators
- Restructured team, hired key talent and agencies
- Led internal and external communications launch of Board's first-ever acquisition
- Completed re-platform and redesign of website to accelerate experience delivery, improving Google Core Web Vitals scores
- Modernized brand look-and-feel, driving brand awareness advantage
- Developed executive keynote presentations for annual sales kickoff and customer conferences, press releases, emails, and videos.

08/2020 — 10/2022

Campbell, CA

Sr. Director, Marketing and Chief Editor 8x8

- Drove brand awareness through new positioning and messaging frameworks
- Crafted executive communications including CEO keynote presentations, emails, and video scripts
- Established and socialized content style guidelines
- Boosted inbound pipeline generation by optimizing website, messaging, and lead follow-up
- Built a live dashboard capturing full inbound marketing funnel from website to influenced revenue
- Produced brand video scripts and storyboards
- Hired and led a team of expert content creators

02/2020 — 07/2020

Tysons Corner, VA

Senior Director, Marketing Communications MicroStrategy

- Grew, led, and mentored a high-performing team of 12+ web, content, and video marketing experts
- Crafted executive communications plan addressing Covid-19 and company efforts to support customers and prospects
- Launched website feature connecting visitors with product experts via video calls

Experience

05/2015 — 02/2020

Tysons Corner, VA

- Relaunched website homepage and video detail pages to feature new mid-funnel video content, putting multimedia and on-screen demos at the center of online marketing efforts
- Built and shared best practices for video meeting delivery and home studio recording

Director, Marketing Communications **MicroStrategy**

- Re-architected, redesigned, rewrote 90% of our marketing websites
- Developed creative, engaging content for search and display ad campaigns
- Executed complex migration to new version of content management system
- Planned and produced new video marketing content, including customer testimonials, live-action and animated videos, to support multi-channel campaigns
- Implemented new lead capture workflow to improve conversion
- Established brand guidelines governing editing, brand voice, grammar

04/2013 — 05/2015

Tysons Corner, VA

Senior Manager, Web Marketing **MicroStrategy**

- Relaunched company website backed by a content management system
- Instituted executive reporting of team project status and performance
- Managed \$500k budget including hardware, software, service vendors, contractors

12/2010 — 03/2013

Tysons Corner, VA

Manager, Web Marketing **MicroStrategy**

- Expanded social media efforts, including LinkedIn groups to foster community
- Led design and development of many key website improvements including new homepage layout

05/2008 — 12/2010

Tysons Corner, VA

Web Editor **MicroStrategy**

- Doubled website traffic by producing microsites for free offering that quickly become top landing page and lead generator
- Launched Twitter, Facebook, Youtube social accounts and communities

09/2003 — 04/2008

Washington, DC

IT Policy Specialist **Center for Policy Alternatives**

- Developed, wrote and edited new state-level policy briefs and model legislation
- Oversaw 50% growth of legislator network following upgrade of state legislator database to new software and data sources
- Redesigned website using structural markup, accessibility guidelines and SEO
- Founded and edited new blog, resulting in five-fold increase in website traffic.
- Managed \$40,000 annual IT budget and vendor relationships, supervised consultants and interns, lowered total technology costs by 40%

Education

08/1999 — 05/2003

Durham, NC

Public Policy Studies | Bachelor of Arts **Duke University**

Focus on leadership, corporate ethics & social responsibility

08/1997 — 06/1999

Bonn, Germany

International Bacchalaureate **Bonn International School**