



# Jake Nicol

## Marketing Manager

Luton, United Kingdom  
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↪ [LinkedIn](#), [Portfolio](#)

### Skills

Adobe Photoshop

Adobe XD

Adobe Illustrator

Adobe After Effects

Digital Marketing

Social Media Management

Content Creation

Graphic Design

Photography/Videography

Website Design

### Hobbies

A passionate football fan (and lifelong Red Devil), I love the buzz of matchdays and the sense of community the game creates. Away from the pitch, I'm a keen gamer who enjoys exploring new worlds and storylines, and I keep a close eye on emerging social media trends and digital culture. I'm also into fitness, the gym's my go-to space to switch off, reset, and collect my thoughts.

## Profile

Dynamic and creative digital marketing professional with over 11 years' experience in social media, content creation, and digital design, specialising in driving fan engagement and brand growth across sport and entertainment industries. Skilled in developing platform-specific strategies that balance creativity with data-led performance, I bring a proven record of delivering impactful campaigns, growing audiences, and strengthening brand presence across digital channels.

Adept in using Adobe Creative Suite, video and photo editing tools, and social media analytics, I thrive in fast-paced environments such as matchdays, where agility, collaboration, and attention to detail are key. Passionate about football and fan culture, I'm committed to creating authentic, engaging, and inclusive content that connects supporters to the club's values both on and off to ultimately drive commercial value.

## Employment History

### Digital Marketing Executive, Stadium MK Group

Mar 2024 – Oct 2025

- Oversaw social media management across all Stadium MK Group brands, including MK Dons, delivering consistent growth in reach, engagement, and community interaction across all platforms.
- Achieved 9.2% follower growth across MK Dons' social channels and a 63.6% year-on-year engagement increase in the first quarter of the 25/26 season.
- Led targeted paid social media campaigns to drive match attendance - £5,882 ad spend generated £51,146 in additional club revenue.
- Developed and implemented innovative, data-led marketing campaigns across MK Dons and wider Stadium MK brands, enhancing brand visibility, fan engagement, and revenue generation.
- Spearheaded the rebuild of the MK Dons supporter database, migrating to a Customer Data Platform (CDP) to create unified fan profiles and enable personalised communications. The CDP generated £100,000+ in direct revenue during the 25/26 season.
- Delivered integrated digital and traditional marketing campaigns spanning ticket sales, hospitality, retail, events, and community initiatives, ensuring alignment with commercial strategy and measurable ROI.

- Drove a 16% increase in season ticket holders and a 19.2% year-on-year rise in home league attendance through insight-driven fan engagement strategies.
- Managed and optimised all Stadium MK Group websites, ensuring they remain on-brand, accessible, and user-focused, supporting lead generation and conversion.
- Collaborated with internal departments and external partners to create compelling storytelling content that strengthened the MK Dons' online presence and deepened fan connection.

### **Marketing Manager, Byte | Restaurant Marketing, Luton**

Apr 2016 – Apr 2024

- Generated approximately £140,000 in additional revenue for an Italian Restaurant over a two-year period through effective organic marketing strategies.
- Skillfully managed and executed all creative and marketing campaigns for restaurant clients across social media, web, and email platforms.
- Achieved an impressive 24.8% email click-through rate for a local restaurant over two years, exceeding the industry average by 8x.
- Designed and implemented a successful organic marketing campaign, resulting in a 57% increase in monthly bookings.
- Drove a significant 187% increase in website traffic through strategic social media campaigns over a two-year period.

### **Marketing Manager, 201 Digital, Luton**

Apr 2020 – Apr 2024

- Generated a significant £250,000 in additional revenue for a client through strategic Google Ads, resulting in an impressive 3,372% ROI.
- Skillfully designed a client's website, directly attributing to a substantial 246% increase in website traffic.
- Consistently delivered top-notch digital and print assets for more than 50 clients over an 8-year period.
- Expertly managed comprehensive branding, digital assets, website design, and marketing campaigns for a thriving restaurant marketing agency.

### **UI/UX Designer, Brighter Software, Luton**

May 2015 – Apr 2024

- Successfully designed O2's Priority Instant Winners web app, generating an impressive 2.8 million entries across the UK.
- Conceptualized, wireframed, and designed a bespoke ERP system for a £46m turnover company, streamlining business operations.
- Innovatively designed, prototyped, and engineered an AI web application using Tailwind and Figma, showcasing cutting-edge technology.
- Designed a fully functional web app game, "I-Vault," which was successfully pitched to over 50 top business owners at a national event, demonstrating exceptional design capabilities.

### **Graphic Designer, 201 Digital, Luton**

Aug 2016 — Apr 2020

- Successfully designed branding, digital and print assets, signage, and websites for EPIC Hospitality and two of their establishments, enhancing their brand image.
- Managed all digital and print creatives for one of the UK's leading aesthetic practitioners over a 3-year period, supporting their ongoing success.
- Creatively designed responsive websites for over 20 clients across the UK and Europe, catering to a variety of industries and addressing their distinct needs.

### **360 Video Editor, 360 Clips, Luton**

Jan 2017 — Mar 2018

- Developed an impactful promotional 360° video for a local charity, effectively raising awareness and support.
- Collaborated with Dunstable Council to produce an immersive 360° video capturing a local event, enhancing community engagement.
- Innovatively 3D printed a 360° video mount, accommodating 6 GoPro cameras to record simultaneously, creating seamless and high-quality 360° footage.

### **Graphic Design Apprentice, 201 Digital, Luton**

May 2014 — May 2015

- Gained hands-on experience with industry-standard design tools, including Adobe Creative Suite, to create visually appealing graphics.
- Developed a strong foundation in design principles, typography, and colour theory through practical application and mentorship.
- Actively sought feedback and implemented suggestions to refine designs, demonstrating a commitment to continuous improvement and growth.
- Participated in client meetings, gaining valuable insights into the design process and client communication.

## **Education**

### **BTEC Level 3 Diploma in Professional Competence for IT and Telecoms Professionals, The Bedford College Group, Bedford**

Apr 2014 — Apr 2015

### **Merit - Art & Design (QCF), All Saints Academy, Dunstable**

May 2013

### **C - Mathematics, All Saints Academy, Dunstable**

May 2012

### **C - English, All Saints Academy, Dunstable**

May 2013