

# Nick Marx

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[www.takeyourmarx.com](http://www.takeyourmarx.com)

## Managing Editor | Pluralsight

Nov 2015—Dec 2017

- Led an editorial team in charge of publishing creative, design, and engineering courses
- Implemented new content strategies & acquiring new partnerships
- Drove new author retention up by 5% year over year
- Managed 100+ Subject Matter Expert Authors
- Produced 40-60 projects at any given time

## Editor | Pluralsight

Jul 2014—Nov 2015

- Supervised 50+ Software Development Authors to create course content
- Onboarded Subject Matter Expert Authors in the Pluralsight set of standards and style guide
- Taught Subject Matter Experts basic instructional design and audio/video skills (Camtasia, Adobe Premiere)

## Online Marketing Coordinator | Western Governors University

Oct 2013—Jul 2014

- Implemented A/B testing within the Digital Marketing team
- Increased leads while decreasing cost-per-lead by 10%
- Managed digital advertising for 3 states with a spend of over \$300k per month along with affiliate marketing for WGU as a whole

## Transcript Evaluator | Western Governors University

Oct 2011—Oct 2013

- Evaluated college transcripts for transfer credit application for students enrolling in the IT and Nursing colleges
- Advised Enrollment Counselors and prospective students on evaluation results as well as the best ways to obtain transcripts from previous institutions

## Editor & Co-Founder | BigShinyRobot.com

Aug 2008—Present

- Shaped a content strategy and style guide for contributors to the site
- Created and produced training videos for new contributors
- Developed and continue to execute a weekly podcast

## Uniformed Division Officer | U.S. Secret Service

Oct 2010—Oct 2011

- Documented fraudulent transactions and compiled evidence for use by Special Agents in Federal Cases
- Passed the NPOST and TEA Exams

## Project Tracker | Ancestry.com

May 2008—May 2010

- Created project plans for imaging teams detailing standards for each archive
- Built new process for delivering asset backups to archives after imaging of their libraries was complete

# Volunteer Work

Dog Foster/Fundraiser | CAWS

Feb 2014 — Present

- Fostering 13 dogs over 3 years as well as transporting many more from shelters to new homes
- Volunteering at adoption events and emergency all hands events such as Hurricane Harvey

# Education

New Media | Bachelor of Arts | University of Utah

History | Bachelor of Arts | University of Utah