

# NICHOLAS BUSHELL

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## SUMMARY

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Digital political marketing and communications professional completing a B.S. in Digital Marketing (Full Sail University, July 2026), with practical experience in campaign strategy, constituent outreach, CRM pipeline management, and mission-driven persuasive writing. Pursuing an M.A. in Public Policy with a Campaigns and Elections concentration at Liberty University to formalize expertise in electoral strategy and political communications. Background spans marketing operations, audience segmentation, narrative development, and civic technology — applied across healthcare, nonprofit-adjacent, and public-sector contexts. Seeking an entry-level or junior role in political campaign management, digital political marketing, strategic communications, or speechwriting where strong writing, systems thinking, and a commitment to civic engagement drive measurable impact.

## EDUCATION

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**M.A., Public Policy — Campaigns and Elections Concentration** Enrolling, 2026–2027  
[Liberty University](#) · [Online](#)

Focus: Electoral strategy, campaign communications, political messaging, voter engagement, and public policy analysis.

**Bachelor of Science, Digital Marketing** Expected July 2026  
[Full Sail University](#) · Campaign Strategy, Analytics, CRM, Digital Platform Integration

**Associate of Science, Digital Marketing** May 2025  
[Full Sail University](#)

**Certificate, Medical Insurance Specialist / Medical Biller** June 2022  
[Bryant & Stratton College](#)

## CERTIFICATIONS

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Google Analytics Certification · Google Skillshop Issued Feb 2026 · Exp. Feb 2027

Google Ads Search Certification · Google Skillshop Issued Jan 2026 · Exp. Jan 2027

Email Marketing: Strategy & Optimization · LinkedIn Learning

## SKILLS

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**Political Communications:** Speechwriting & Talking Points Development, Messaging Frameworks, Rapid Response Drafting, Narrative Discipline, Press-Ready Writing, Audience Persuasion

**Campaign & Civic Strategy:** Digital Campaign Management, Voter Outreach Strategy, Constituent Communications, Coalition Coordination, Digital Canvassing Support, Political Ad Targeting

**Digital Marketing:** SEO / AEO / GEO, SEM, Paid Search, Email Marketing, Social Media Strategy, Landing Pages, Lead Drip Campaigns

**Analytics & Measurement:** Google Analytics 4, Search Console, Tag Manager, Hotjar, Ahrefs Webmaster Tools, Audience Segmentation

**CRM & Platforms:** HubSpot, Salesforce, Mailchimp, Google Ads Editor, SEMrush, Canva Pro

**Technical:** Next.js, Vercel, Google Workspace, GTM Implementation, Campaign Architecture, Workflow Design

## EXPERIENCE

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**Sales Lead Manager** Jan 2026 – Present  
[Dollar General](#) · On-site

- Direct daily team operations, task delegation, and performance coordination in a fast-paced, high-accountability environment.

- Develop scheduling and workflow systems that keep staff aligned to shifting priorities — skills directly applicable to field campaign operations and communications team management.

## Digital Marketing & Political Strategy Projects

Mar 2024 – Present

Full Sail University (Academic & Portfolio) · Remote

- Designed and executed integrated digital campaigns across paid search, email marketing, CRM, and analytics — producing real tool-executed deliverables documented on NBPstrategy.com.
- Developed campaign messaging frameworks, audience segmentation strategies, and persuasive content targeting distinct constituent profiles — directly analogous to voter outreach and political advertising applications.
- Built and deployed NBPstrategy.com (Next.js / Vercel) with full GTM + GA4 + Hotjar implementation; authored the Axiom Defense Technologies case study as a live portfolio work sample demonstrating end-to-end campaign documentation.
- Conceptualized and developed Pragma — a verified-identity civic participation platform connecting citizens with elected representatives through structured, authenticated engagement. Built through a full product cycle: market research, UX planning, stakeholder pitch, and platform architecture. A direct application of digital strategy to electoral and constituent communications infrastructure.
- Administered HubSpot and Salesforce CRM environments — built automated workflows, established data standards, and designed constituent intake and prioritization pipelines with direct parallels to voter contact and volunteer coordination systems.

## Medical Coder

Jan 2020 – Aug 2022

Dominion Diagnostics · Full-time

- Maintained 99.8% accuracy across 500+ daily coding workflows in a high-volume, compliance-critical environment — demonstrating sustained attention to detail and output discipline.
- Supported elevated operational volume during COVID-19 while sustaining quality and cross-departmental coordination.

## Director of Client Services

Jul 2017 – Nov 2018

Florida Addiction & Recovery Center, Inc. · Fort Lauderdale, FL · Hybrid

- Led all marketing, constituent outreach, and acquisition strategy for a social services organization — managing the full communications pipeline from initial contact through enrollment, closely paralleling voter contact and issue-based campaign lifecycle management.
- Developed persuasive messaging and multi-channel outreach systems targeting distinct audience segments; built and managed email campaigns, CRM workflows, and referral communications that drove consistent pipeline performance.
- Analyzed operational data to refine communications strategy and improve conversion rates — applying a data-informed approach to audience persuasion and outreach efficiency.
- Maintained regulatory compliance and ethical standards across all communications and intake operations.

## Marketing & Admissions Specialist

Jan 2017 – Jul 2017

Nexus · Coral Springs, FL · On-site

- Deployed to rapidly diagnose and resolve operational breakdowns across Marketing, Admissions, and Billing — restoring cross-departmental coordination under pressure, a skill set directly transferable to fast-moving campaign environments.
- Rebuilt the outreach and referral funnel from the ground up; developed stakeholder partnerships with external programs to restore and strengthen the admissions pipeline.
- Managed multi-party communications, issue resolution, and intake operations simultaneously — demonstrating the organizational discipline and rapid execution critical to campaign communications and constituent services work.