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# NATHAN J. DAY

## Results Driven Business Professional

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### OVERVIEW

Strategic business professional with over 12 years of experience advising and working with businesses on strategy, management, and marketing on both national and international levels. Extensive experience in branding, lead generation, data analytics, SEO, social media, website design and management, media relations, and delivering projects on-time and on-budget. Hands on, self-driven professional who is organized, works well with others in fast paced environments, has excellent communication skills, is a strategic thinker, and has an eye for the details.

### EXPERIENCE

#### **Public Relations**

March 2018 – December 2018  
Foot Levelers  
| Virginia

Served as public relations lead for multi-national healthcare company responsible for writing and submitting articles for publication, pursuing sponsorship agreements, and presenting opportunities for building brand awareness.

- Published two articles in international publications, six articles in national industry publications, and eight articles in state publications.
- Secured and published article on one of the fastest sprinters in the world using Foot Levelers' products in national industry publication.
- Developed and launched social media influencer program and signed National Geographic photographer Paul Nicklen with 4.6 million followers on Instagram.
- Brought in endorsements from four medical professionals who work in Major League Baseball, the Nation Football League, and the National Hockey League.

#### **Strategic Advisor**

June 2006 - Present  
Day & Co  
| Virginia

Founded my own consulting firm where advise politicians and businesses on strategy, branding, and marketing.

- Analyzed market data and changed multi-million-dollar real estate investment company's marketing plan to include digital advertising which resulted in an increase in \$200,000 in revenue.
- Created and managed marketing campaigns for 5 successful state political campaigns including messaging, website development, executing direct-mail campaigns, and overseeing all digital communication strategies including Google Ads, SEO, and Social Media platforms.
- Designed and implemented website, social media, SEO, and PPC programs for startup to build brand awareness.
- Redefined messaging for civil engineering firm to better compete against larger competitors for government contracts.
- Led rebranding initiative for nuclear software company across all digital, print, and online media.
- Developed and manage CRM database of over 75,000 records.

#### **Chief Marketing Officer**

Led marketing team and oversaw all marketing efforts for the 2016 Regional Airshow featuring the U.S. Navy Blue Angels.

December 2016 - Present  
Lynchburg Airshow Operating  
Group  
| Virginia

- Designed marketing strategy and oversaw branding, messaging, marketing campaign development, and all communications for the 2016 Lynchburg Regional Airshow.
- Managed the creation and implementation of all digital, print, and online media content for TV advertisements, website, print and online ads, SEO and PPC programs, billboards, social media, and email campaigns.
- Made media buys and personally negotiated all media contracts and sponsorships that totaled over \$175,000.
- Developed new analytics capabilities to measure consumer response to marketing tactics to track performance and guide investment.

### **Financial Services Professional**

June 2008 – 2009  
Mass Mutual Financial Group  
| Virginia

- Served as a financial services professional for small businesses where I was responsible for helping them improve their financial health.
- Reviewed their investment strategy and made recommendations to improve their investment portfolio's performance.
  - Helped address cash flow issues with financial strategies and improving management processes.
  - Provided analysis of risk management strategy and made recommendations to improve protection.
  - Responsible for prospecting and building new client relationships for the firm.

### **Safety Coordinator and Field Agent**

March 2006 – June 2008 Atlantic  
Southeast Airlines  
| Virginia

- Served as Safety Coordinator and Station Agent at local field station to ensure safe and enjoyable experience for customers flying Delta Airlines.
- Responsible for helping coordinate security and heading up emergency response program.
  - Helped customers with ticket sales, check in, boarding, and travel issues.
  - Maintained daily operations of the field station such as fueling of planes, inspecting planes and equipment, and ensuring procedures were being followed.

### **Business Development Specialist**

June 2004 – 2005  
Alpha Omega Resources  
| Virginia

- Alpha Omega Resources was a full-service human resource and staffing company. As a member of the business development team I was responsible for helping rebuild the sales department and managing contracts. In one year, I helped increase sales by 600%.
- Responsible for networking and building relationships with companies that needed employment services.
  - Negotiated contracts and assessed staffing needs for companies such as BB&T, Flowers, and J. Crew.
  - Provided human resource consulting to companies in helping them develop job descriptions, compensation packages, and human resource policies.
  - Managed contract for the recruitment and hiring of sales positions for Fortune 1000 company.

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## **EDUCATION**

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**B.S. Business Administration**  
Liberty University | Virginia

*Bachelor's Degree in Business Administration with a Specialization in Marketing.*

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## *SKILLS*

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*Microsoft Office Suite*  
*Adobe Creative*  
*Website Design and Management*  
*Professional Photography*  
*Video and Audio Editing*

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## *EXPERTISE*

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*\* Strategy*  
*\* Marketing*  
*\* Creative Design*  
*\* Project Management*  
*\* Data Analytics*  
*\* SEO, PPC, and Social Media Advertising*  
*\* Budgeting*  
*\* Copywriting*  
*\* Leading Teams*

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