

NICK DECKER

CINCINNATI, OHIO

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Strategist, researcher, and storyteller — a former journalist, producer, and creative director who helps organizations understand who they are, say it clearly, and build real relationships with the people they serve. Fifteen years spanning journalism, entertainment, branding, and entrepreneurship: interviewing stakeholders, finding the pattern, and carrying work from early research to something built and shipped.

■ EXPERIENCE

THE STUDIOLO

2026–PRESENT

Founder & Brand Strategist / New Richmond & Cincinnati, OH

- Run brand and identity engagements **end to end** — **from kickoff through launch**: owner and community interviews, research, positioning, naming, visual systems, and websites for local businesses and civic organizations.
- Translate stakeholder conversations into **strategy, messaging, and recommendations**, then into deployed brand and web work (first published case: Auto Savers NR).
- Building **the Junto of New Richmond**, a Franklin-style civic society (in formation) bringing residents together to strengthen Main Street and local life.

ALTIER ARCHITECTURAL PRODUCTS

2023–2024

Architectural Materials Specialist / Cincinnati, OH

Advised architects, builders, and homeowners on premium materials and finishes — translating design intent into specifications.

ANCHORA GROUP

2020–2022

Creative Consultant, Brand & Marketing / Wood Dale, IL

- Led brand, web, and marketing for a portfolio of agricultural and industrial brands, **managing multiple client deadlines** — building sites (Shopify, Squarespace) and producing video for John Deere and Kubota.
- Owned sales forecasting, pricing, and go-to-market strategy across B2B and retail, using **research and data analysis** to guide decisions.

TRYON THEATRE

2017–2020

Creative Director & Theatre Manager / Tryon, NC

- Operated a historic independent cinema as the **cultural anchor of downtown Tryon** — programming, operations, staffing, and marketing.
- Worked directly with residents, businesses, and civic leaders to grow audiences and strengthen community identity.
- Directed communications, events, and partnerships across channels — down to the letters on the historic marquee.

MOUNTAIN XPRESS & ASHEVILLE CITIZEN-TIMES

2016–2017

Freelance Journalist / Asheville, NC

- Reported on local government, business, culture, and community for regional newspapers.
- Interviewed residents, owners, and civic leaders; synthesized complexity into clear public stories.
- Built the **research, listening, and stakeholder-engagement** instincts that still anchor the strategy work.

FUNNY OR DIE

2012–2016

Executive Producer, Branded Content / West Hollywood, CA

- Led national branded-content campaigns for **Fortune 500 brands** — **PepsiCo, Volkswagen, Mattel, Kraft, MillerCoors** — from pitch through launch.
- Managed clients and cross-functional teams across creative, production, sales, and account services.
- Facilitated alignment among stakeholders with competing priorities to deliver on time and on budget.

UNITED TALENT AGENCY

2010–2012

Agent Trainee / Beverly Hills, CA

Supported a UTA partner; learned high-level dealmaking and talent representation.

■ CAPABILITIES

Research & Strategy

Stakeholder interviews · qualitative research · workshop facilitation · strategic planning · competitive analysis · messaging & positioning

Communication

Writing & editing · storytelling · presentations & reports · public speaking · community engagement · Google Workspace

Design & Execution

Adobe Creative Suite — InDesign, Illustrator, Photoshop · websites & microsites (HTML / CSS / JS, deployed on Cloudflare) · video (Premiere, After Effects) · information design

■ EDUCATION

INDIANA UNIVERSITY

B.A., Telecommunications · Minor, Business

■ AVAILABILITY

U.S.-based in Cincinnati, OH · authorized to work in the U.S. · near CVG international airport · **available to travel** · remote-ready & self-directed.