



# NICOLE STAGG

20 Years of Digital Experience

Content Strategy, Branding & User Engagement

*“Nicole combines strategic vision with an effortless ability to make it happen. She explains digital complexities skillfully to those with less knowledge. She always puts the needs and wants of the customer first. She does everything with a clear-eyed focus and infectious enthusiasm. Nicole is a real pro, and great fun, too.”*

*– Ian Birch, Hearst*

Speeches, Seminars and Trainings:

- ✓ My Tricks for Clicks
- ✓ Creative Ways to Monetize Content
- ✓ How to Engage a User for Life
- ✓ My Secrets from 20 Years of Digital Experience: What Works – and What Doesn't
- ✓ Number-Crunching for Editors
- ✓ What It Takes to Have a Strong Brand Online
- ✓ How Advertisers Can Think Like Publishers
- ✓ Personalized Content: What, When, Why and How
- ✓ Branded Content: 10 Secrets to Success

## ABOUT NICOLE

Often called a “pioneer” of the Internet industry, Nicole has conceived, created, led and marketed literally hundreds of digital-based content destinations in lifestyle-based categories since 1994. She has held executive positions in the digital divisions at many of the world’s most renowned media companies such as Hearst, Rodale, iVillage.com, Disney and Reader’s Digest. She was the Founding Editor and Product Leader for Delish.com, a Top 10 food website, and RealBeauty.com, a Webby Award-winning beauty and wellness destination. Currently she consults for publishers, startups, ad agencies and CPG’s.

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