

# NICHOLAS ABRUZZO

[njabruzzo@gmail.com](mailto:njabruzzo@gmail.com)  
[nickabruzzo.com](http://nickabruzzo.com)  
[linkedin.com/in/nicholasabruzzo](https://www.linkedin.com/in/nicholasabruzzo)

## PROFESSIONAL EXPERIENCE



### AMERICAN MEDICAL ASSOCIATION

VP, Digital Strategy & Services  
VP, Interactive Marketing

2009-2016



### Talecris Biotherapeutics

Associate Director Product Management  
& Global eMarketing

2006-2009



### Rehabilitation Institute of Chicago

Manager, Corporate Communications & Web Master

2002-2006



### West Suburban Healthcare

Manager, Strategic Planning/ Director, E-Care

1997-2002

## KEY ACCOMPLISHMENTS

- Over course of career launched dozens of websites and web apps
- Grew AMA's site to over six million visits annually
- Grew AMA email addresses by 175k
- Grew the AMA digital team from 3 to 35
- Increased email newsletter click thru by 25%
- Established first UX & digital analytics teams and introduced A/B testing
- Improved page conversion by 65% using A/B testing
- Conceived & launched the Weigh What Matters App
- Led the adoption of Agile at the AMA
- Designed social strategy that generated 600k+ followers
- Led Talecris digital lead acquisition strategy that generated \$5M in incremental revenue
- Conceived & launched first physician to patient secure messaging system for West Suburban
- Drove and executed digital strategy at West Suburban that resulted in over \$250k in revenue

## EDUCATION

**Master of Arts in Communication Management**  
University of Southern California

**Bachelor of Science in Media Studies**  
University of Illinois – Champaign-Urbana

## SKILLS

**Product Management:** Strategy to launch  
**Digital Staff Management:** ux, engineers, analytics  
**UX:** Wireframing and user research  
**Digital Analytics:** Google Analytics, a/b testing  
**Marketing:** Digital strategy, campaign management

## AWARDS

**Bronze Award**, Creativity International Award  
**Silver Stevie Award**, The American Business Awards  
**Best Biotechnology Web Site**, Web Marketing Assoc.  
**Two Gold Awards** from the MarComAwards

**Platinum Award**, eHealthcare Leadership Awards  
**Gold Award**, eHealthcare Leadership Awards  
**Pinnacle Award**, Illinois Society for Healthcare Marketing  
**Golden Trumpet Award**, Publicity Club of Chicago