

Nick Crisler

Account Manager | Client Services | Digital Content Strategy

Jersey City, NJ (NYC Metro) | (215) 510-9539 | Crisler.nick@gmail.com | nickcrisler.com | linkedin.com/in/nickcrisler

SUMMARY

Account Manager with 5+ years at SJR (WPP), a two time Content Marketing Agency of the Year, leading client relationships for Fortune 500 and global brands across financial services, luxury retail, automotive, energy, and nonprofit. Grows accounts through proactive pitching (\$100K+ in originated project revenue), leads cross functional creative, editorial, and video teams, and builds AI workflows that speed up scoping, pricing, and client reporting.

WORK EXPERIENCE

GroupSJR (SJR, a WPP agency)

Account Manager

Senior Account Executive

Account Executive

New York, NY

July 2026 – Present

2023 – July 2026

May 2021 – 2023

- **Global Financial Services Firm:** Lead the day to day client relationship with a global fintech and risk advisory firm, owning status calls, client communications, and delivery across a 7 workstream content Statement of Work (SOW)
- Direct a cross functional team of 10+ across strategy, editorial, creative, video, motion design, and social to deliver a YouTube podcast series, executive LinkedIn thought leadership, a Substack series, and flagship client summit event content
- Priced an executive thought leadership program covering 13 executives across Q3 and Q4 2026; partnered on a 10 area benchmark analysis of B2B financial services content that became a 30/60/90 day roadmap
- **AI Workflow Innovation:** Designed and built a suite of AI tools for client services (pricing estimates, SOW drafting, transcript routing, research reports, timelines, agendas, client email) and a structured account management system; presented the vision to the Head of Client Services
- **Luxury Retail Foundation:** Identified, pitched, and sold \$100K+ in new project revenue within 18 months, originating a sustainability report microsite and full website refresh through competitive analysis; led end to end delivery from wireframes through three rounds of design review
- **International Business Nonprofit:** Developed and sold an executive thought leadership program defining LinkedIn content lanes for senior leaders; managed a full account transition with a complete handoff package (org chart, account plan, process documentation)
- **Global Automotive Brand:** Supported expansion to a seven figure retainer through proactive pitching and multichannel program delivery
- **Global Energy Company:** Managed the weekly content newsletter end to end in Mailchimp, including editorial production, A/B testing, subscriber journeys, and list growth strategy
- **All Accounts:** Write briefs, scope SOWs, and manage timelines and budgets in Monday.com and Airtable; audit client digital properties with competitive benchmarking to surface growth opportunities

EDUCATION

Rochester Institute of Technology

BS, Business Administration | GPA 3.4

Rochester, NY

2021

SKILLS

Client Services: Account Management, Client Relationship Management, Stakeholder Management, Account Growth and Upselling, SOW Development, Budget Management, Project Management, Executive Thought Leadership, Content Strategy, Social Media Strategy, Integrated Campaigns

Tools: Monday.com, Airtable, Salesforce, Mailchimp, WordPress, Adobe Experience Manager (AEM), Box, Microsoft Excel, PowerPoint, Word, Claude and generative AI tools, GitHub