

# Timothy Sluga

General Manager  
Nomad World Pub

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## Experience

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### Timothy Sluga

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### Nomad World Pub / General Manager

June 2016 - PRESENT, Milwaukee, WI

Started as a bartender and was promoted to GM November 2018.

#### Achievements

- Eclipsed \$2 million in gross sales my first year as GM.

#### Duties

- Manage a team of up to 45 employees with a focus on low turnover.
- Optimize product and labor costs to ensure maximum profitability.
- Build relationships with vendors, collaborate on events and maintain product knowledge towards ordering products that sell well and identifying upcoming trends.
- Develop a strategy geared towards creation and promotion of events to build sales and grow the brand name.

### Dooley & Associates / Digital Content Coordinator

March 2014 - July 2016, Kenosha, WI

Promoted from intern to full-time within 3 months. Oversaw social media account management for all clients, analytics reporting, pay-per-click advertising, website SEO, website content creation and print ad copy. Often worked directly with clients.

#### Achievements

- Gave key recommendations on pitches to successfully gain digital accounts.
- Successfully implemented multiple digital strategies, including: analytical analysis, targeted keywords for a content rewrite, regular blog editorial schedule and low-cost PPC advertising.

#### Duties

- Develop and manage digital marketing campaigns for service sector businesses. Implement social media strategies and pay-per-click marketing strategies.
- Provide monthly analytics reports on client web traffic and social media engagement, identifying strengths and weaknesses as well as keeping up on

trends.

- Keep abreast of SEO trends including Google updates. Monitor client web activity and make suggestions to help clients increase online viewability and increase leads.

- Write press releases, blogs and web/ad copy for clients.

#### **PPC and Digital Advertising Expertise**

- PPC Marketing: Google AdWords, Bing Ads, AdRoll

- Paid Advertising on: Facebook, Twitter, LinkedIn

#### **Platform Proficiency**

- Google Analytics, Bing Analytics, Moz, Facebook Insights, Twitter Analytics

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## **Education**

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### **University of Wisconsin-Oshkosh**

September 2010 - June 2012, Oshkosh, WI

Major: Journalism

Minor: Public Relations

### **University of Wisconsin-Parkside**

September 1997 - December 1998, Kenosha, WI

Major: Graphic Design