

Nathan Wright

Digital Marketing and Innovation at Hy-Vee

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Summary

Nathan T. Wright began his career in the advertising agency world, where he developed digital media strategy for clients of all shapes and sizes. His interest in social networks led him to entrepreneurship and the formation of Lava Row, a consulting firm dedicated to helping large corporations navigate the ever-shifting digital media space with emphasis on training, best practices and business value. He joined Hy-Vee in a new Digital Marketing and Innovation role in October 2013.

Nathan is a frequent presenter at industry conferences such as South by Southwest Interactive and in front of professional organizations and universities. He has taught Internet marketing as an adjunct instructor at Drake University and is active in the Des Moines technology, start-up and entrepreneur community. He currently serves on advisory boards for the University of Northern Iowa Interactive Digital Studies program and Iowa State University's Greenlee School of Journalism and Communications.

Nathan graduated from the Iowa State University College of Design in 1999 with a Bachelor's Degree in Fine Arts. He once attempted to sell his soul on eBay, earning him 15 minutes of worldwide fame and mockery. He aspires to one day be distinguished enough to wear a monocle.

Experience

Digital Marketing and Innovation at Hy-Vee

October 2013 - Present (3 months)

Member, Greenlee Alumni and Friends board at Iowa State University

December 2012 - Present (1 year 1 month)

The society's mission is to support and strengthen the relationship between the Greenlee School of Journalism and Communication and its network of alumni and friends.

Member, Interactive Digital Studies Advisory Board at University of Northern Iowa

September 2012 - Present (1 year 4 months)

A group of industry professionals who convene to discuss UNI's Interactive Digital Studies program, give feedback on curriculum, and suggest improvements.

Founder at Lava Row, Inc.

April 2007 - September 2013 (6 years 6 months)

Provide strategic counsel and digital media education / training services to medium- to large-size companies and organizations.

16 recommendations available upon request

Member, Young Professionals Board at Salisbury House & Gardens

August 2012 - May 2013 (10 months)

A board consisting of Des Moines area young professionals dedicated to augmenting awareness and philanthropic efforts of the Salisbury House and Gardens.

Co-founder at Uppward

November 2009 - December 2012 (3 years 2 months)

Uppward is an iPhone application built for frequent flyers, allowing them to accrue points for flying and connect with other users on their flights.

Adjunct Instructor at Drake University

January 2010 - May 2010 (5 months)

Taught business college students a holistic overview, history and forward-thinking outlook of internet marketing.

Interactive Lead at The Meyocks Group

1999 - 2007 (8 years)

Managed strategy, design and implementation of digital marketing projects.

Education

Iowa State University

Bachelor of Fine arts, Illustration, Painting, New Media, 1995 - 1999

Publications

Utility Arborist Newsline

Utility Arborist Association June 2013

Authors: Nathan Wright

Skills & Expertise

Public Speaking

Social Media Marketing

Social Media

Wordpress

Entrepreneurship

Digital Marketing

Digital Media

Digital Strategy

Web 2.0

Great Cook

Management

Online Marketing
Marketing Strategy
Marketing Communications
Advertising
Email Marketing
Web Marketing
New Media
Newsletters
Blogging
Marketing
Public Relations
Leadership
Social Media Measurement
Social Marketing
Mobile Devices
Social Networking
Training
Great Motivator
Interactive Marketing
Facebook
Crisis Communications
Analytics
Content Strategy
Web Analytics
Integrated Marketing
Agriculture
Social Business
Illustration
WordPress
Copywriting
Google Analytics
Mobile Marketing
Strategic Communications

Honors and Awards

Business Record's "Best of Des Moines 2011" - Best Social Media Company, 2011

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16 people have recommended Nathan

"We just finished the audit process with Nathan and all agree that it was extremely worth the investment. Nathan provided a clear and informative look at our social media footprint and gave us measurable ways grow our brand. A breath of fresh air for our company and for me personally as a young business professional, this is the type of person anyone would want to work with."

— **Valerie Miller**, was Nathan's client

"Nathan Wright of Lava Row is an exceptionally charismatic educator who delivers the information you need to incorporate social media into your business blueprint. Nathan unveils the mystery of emerging technology -responsible for both defining and driving our social media platforms and current business practices. As professional leaders it is our responsibility to evolve, adapt and redefine our methods by using social media to cultivate the relationships that create good business. Nathan Wright will give your team the tools to grow your business with a sense of awe and excitement. You will leave his sessions empowered, capable and prepared."

— **Skye Carlson**, was Nathan's client

"Nathan and Lava Row have proven to be an amazing asset to our company. Nathan has a vast wealth of knowledge surrounding digital and interactive media that grows as quickly as the industry. He is always quick to respond to cries for help and thoughtful in his responses. Nathan has the ability to speak to individuals with varying levels of comfort with the tools he teaches. He makes people feel at ease speaks with confidence yet never sounds condescending. His abilities span the creative and analytic side of marketing."

— **Sarah Mueller**, was Nathan's client

"The social media and entrepreneur scene in Des Moines could have no greater ally, cheerleader, mentor and enthusiast than Nathan Wright. He is a tireless advocate of both the Midwest and how companies can use social media and the Web to further their business goals. He lives and breathes this enthusiasm, seemingly every minute of every day, and more important-- he gets how to make it all work. Any company in Iowa who is confused about a Web 2.0 strategy should call Nathan immediately, and any Des Moines entrepreneurs should sit down with him for lunch."

— **Sarah Lacy**, *author/freelance writer, Self-employed*, was with another company when working with Nathan at Lava Row, Inc.

"I've known Nathan for over a decade now, including four years of working together at the start of our friendship. Since that time, we've presented at conferences together, riffed on the latest and greatest marketing trends, and experimented with new technologies on each other. What I so appreciate about Nathan is his passion for innovation and "what's next." No amount of schooling, training, nor experience can instill an insatiable love for pushing the envelope. That characteristic has driven Nathan to significant success as a personal brand and in applying his expertise for clients, and I'm always anxious to open my e-mail or social network of choice to see what he's experimenting with today."

— **Greg Swan**, *Vice President, Digital Strategy, Weber Shandwick*, was with another company when working with Nathan at Lava Row, Inc.

"We've utilized Nathan and his team for a few different projects, primarily for guiding us through implementing our blog strategy for our B2C brands. He offers expert help, great response time, and is a great source of new ideas and industry trend data."

— **Gina Thesing**, was Nathan's client

"My employer hired Nathan to come speak to us during a weekend employee conference back in June. Nathan's fresh approach to, and expertise with, technology gave my associates and I a new way of looking at social media outlets as a driving force in our industry. His ideas affirmed some initiatives we have been working on and gave us new ones to think about. His honest straight-forward message about the realities of technology and its role in the business world today needs to be received by all Des Moines area professionals. I would encourage local companies to reach out to Nathan."

— **Michael McInerney**, was Nathan's client

"Nathan gives a great seminar. I have benefitted in learning about how to use LinkedIn and how to network from Nathan. He is a great speaker and instructor. He was very patient in teaching me all the important concepts. I highly recommend Nathan!"

— **Harrison Copper**, was Nathan's client

"I have had the pleasure to listen to Nathan present a couple times. He is an expert on social media and does a great job of simplifying a very diverse and broad topic. Highly recommended speaker to any audience."

— **Tyler Brady**, was Nathan's client

"It is a wonderful experience to work with people who are open to ideas, see the big picture and pay attention to details. Bravo, Nathan you are one of those people. You have the respect of your peers in the marketing and social media practice areas for good reason. His credibility was instrumental in making the first Social Media Breakfast in Des Moines a huge success. He helped organize and promote it as well as moderate the panel, facilitated questions and kept the full house engaged throughout. My role was identifying Nathan as the right person to suggest organizing the social media breakfast, but quite frankly that was easy when you see the body of work Nathan has done with Lava Row for a variety of clients."

— **Albert Maruggi**, *Founder President, Provident Partners*, worked with Nathan at Lava Row, Inc.

"Nathan has been the key consult for several recent social media projects. He knows his stuff and is a valuable resource for approaching a media landscape that is strange territory for many. He does great work."

— **Joel O. S. Johnson**, was Nathan's client

"Nathan has been a fountain of knowledge throughout our business partnership. I came to him with many questions regarding email templates (which he more than answered) and walked away with a better understanding of the complexities of social networking. Because of this, many doors have been opened to my business that, otherwise, would have been left untouched. He is a valuable asset to Des Moines and Central Iowa. I am confident that because of his outstanding work ethic and much-needed niche in the social marketing realm, his successes will grow exponentially. Des Moines needs more entrepreneurial minds like his. Oh, I forgot. He's also a really nice guy to work with."

— **Travis Ludwig**, was Nathan's client

"It's been a lot of fun working with Nathan. His knowledge of social media is second to none, and he's helped us do things that I couldn't have imagined within the realm of possibilities just a few months ago. His insights into social media are truly ahead of the curve, and anyone looking into delving into the social media world should definitely look him up!"

— **Jeff Caldwell**, *Multimedia Editor, Meredith Corporation*, was with another company when working with Nathan at Lava Row, Inc.

"When it came to making sense of and tapping the social media space for SmartyPig, we turned to social media strategist Nathan Wright at Lava Row. Whether it is leveraging their insight and knowledge base or their execution, they have simply over-delivered. We think very highly of our friends at Lava Row.
<http://www.lavarow.com/>"

— **Michael Ferrari**, was Nathan's client

"I have been working with Nathan the past couple months on a project, and he has been a great resource for me. He has deep knowledge around social media and a sincere desire to share his expertise to educate others. He is a pleasure to work with - intelligent, friendly, and insightful."

— **Jessica Koster**, was Nathan's client

"I have worked on a project with Nathan learning about using social media to market products. Nathan is a wealth of knowledge in this area. I have learned so much about the power of social media marketing. One thing I really appreciate about Nathan is his ability to talk to people who aren't online and really explain what this space is all about. He handles all kinds of questions with ease and professionalism. He meets all deadlines and keeps in contact with me. If you are looking into getting into the social media space, I would highly recommend contacting Nathan."

— **Janyce Page**, *eCommerce Marketing Manager, American Republic Insurance Company and World Insurance Company*, was with another company when working with Nathan at Lava Row, Inc.

[Contact Nathan on LinkedIn](#)