

# Nikolaj Lasbo

Nikolaj implements and manages Nature Conservancy digital and social properties to reach target audiences, deepen supporter engagement, activate followers, and generate awareness and revenue. He is the strategic lead for all digital marketing and social media paid and owned channels, and the other members of the Washington Marketing team look to him to provide proactive digital planning and expertise, ongoing recommendations, detail-oriented implementation and analytics. Nikolaj is also the strategic communications lead for the Conservancy's North America Fire Team. He is an expert in digital media—steeped in industry trends and best practices, the latest tools and tracking and reporting platforms. In addition to technical expertise, Nikolaj is a skilled content developer and digital storyteller and visual communicator. He works across the Conservancy's media and marketing teams to achieve our conservation goals and create a world in which people and nature thrive.