

# Nicholas Imig

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## WORK EXPERIENCE

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- Thaprachan Thai**  
Co-Owner & Business Operations Director

June 2019 – Present  
Seattle, WA

  - Spearheaded business growth strategies that increased profitability by 27% through pricing optimization and cost management.
  - Developed and managed marketing campaigns, SEO, and social media initiatives, increasing online traffic by 57-79%.
  - Implemented financial planning and forecasting strategies, ensuring sustainable cash flow and consistent 17% YoY revenue growth.
  - Led partnership negotiations and operational improvements to streamline vendor relationships and supply chain efficiency.
- NMSwimSchool, Kirkland**  
Founder & General Manager

Sep. 2022 – June 2024  
Kirkland, WA

  - Founded and scaled a swim school business, achieving five-figure revenue within six months.
  - Designed and implemented customer acquisition strategies, improving retention by 70%.
  - Led budgeting, financial planning, and cost control, increasing operating margins by 27%.
  - Established strong brand identity and digital marketing presence, expanding the customer base by 30%.
- Seattle University NCAA Division 1 Swim Team**  
Team Leader & Varsity Athlete

Sep. 2021 – Present  
Seattle, WA

  - Specialize in sprint freestyle (50 & 100 Free); Top 5 in conference, school record holder.
  - Balance 20+ hours of weekly training with full-time MBA coursework, demonstrating discipline and leadership.
  - Utilize performance analytics to optimize race strategies, improving speed and efficiency.
  - Serve as a mentor and team leader, guiding younger athletes in skill development and mental preparation.
- Thailand National Team**  
Elite Sprint Freestyle Swimmer

June 2019 – Present  
Bangkok, Thailand

  - Hold the fastest 50 Freestyle time in Thailand (2024-2025 season).
  - Competed in international competitions, gaining experience in elite-level racing.
  - Trained with Thailand's top national programs, focusing on sprint freestyle race strategy and performance refinement.
- Cyan Swim Academy**  
Swim Instructor

Sep. 2019 – June 2021  
Kirkland, WA

  - Provided personalized swim instruction, enhancing technique and performance for all levels.
  - Developed structured training programs, leading to high client satisfaction and retention.
  - Trained competitive swimmers in breath control, turns, and sprint biomechanics.

## EDUCATION

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- Seattle University - Albers School of Business**  
Master's of Business Administration

June, 2025  
Seattle, WA

  - Graduate Honors List | Focus: Finance, Financial Analysis, and Data Analytics
  - Relevant Coursework: Business Analytics, Corporate Finance, Behavioral Economics, Marketing Strategy
- Seattle University**  
Bachelor's of Arts, Major in Psychology

June, 2024  
Seattle, WA

  - GPA: 3.9 | Dean's List, President's List
  - Swim & Academic Scholarships, NCAA Division 1 Varsity Athlete

## SKILLS & INTERESTS

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- **Skills & Qualifications:** Business Strategy & Operations (revenue growth, process improvement, vendor negotiations), Financial Analysis (budgeting, P&L management, forecasting, cash flow optimization), Marketing & Digital Strategy (SEO, social media, paid advertising, brand management), Data Analytics & Visualization (Excel - Pivot Tables, VLOOKUP, SQL, Tableau, Power BI), Competitive Athletics & Leadership (team leadership, performance optimization, mentoring).
- **Awards & Achievements:** Fastest 50 Freestyle time in Thailand (2024-2025 season), School record holder in the 50 and 100 Freestyle at Seattle University, Competed at National Invitational Championships & Thai National Team selection, Dean's List & President's List at Seattle University, Selected Team Leader - Seattle University Swim Team (2023-2025).
- **Languages:** English (Native), French (Fluent), Thai (Conversational)
- **Interests:** Business Strategy & Entrepreneurship, Digital Marketing & Analytics, Competitive Swimming & Sports Science, Finance & Investment Markets, Travel & Cultural Exploration, and Human Psychology.