

Nick Weems

Creative Marketing Leader

Experience

MARKETING MANAGER

Workplace Resource
Aug 2022 – Present

Leadership in Strategic Marketing Initiatives : Spearheaded the development and execution of comprehensive marketing strategies, aligning the team with WR's overarching business goals and fostering a culture of innovation. Led the creative direction of marketing assets and proposals, resulting in over \$50M+ in revenue (YoY) and increased clarity in brand messaging and customer satisfaction.

Drive Brand + Market Growth : Enhanced brand recognition and customer engagement through the creation of impactful marketing campaigns and digital strategies. Managed projects from initiation to completion, meeting deadlines, managing budgets, and coordinating with cross-functional teams. Successfully completed a year-long Leadership Development Cohort, focusing on communication, decision-making, and conflict resolution.

Empowering Cross-Functional Collaboration : Championed the strengthening of interdepartmental relationships, ensuring marketing efforts were integrated with company-wide objectives. Led and developed a team of marketing professionals, fostering a positive team culture and mentoring team members. Implemented leadership learnings in real-world scenarios, resulting in increased team engagement and performance.

Lead Community + Team Engagement : Promoted company values and culture, both internally and within the broader community, as a driving force in community engagement and employee development. Led initiatives that amplified brand engagement and cultivated a positive and inclusive working environment.

CREATIVE MARKETING LEAD

Workplace Resource
Apr 2019 – Aug 2022

Drove Creative Strategy + Brand Evolution : Led the creative direction of marketing assets and proposals, enhancing WR's brand visibility and market influence, emphasizing innovative brand building and strategic leadership

Elevated User + Customer Experience : Innovated RFP processes and marketing collateral design, significantly improving customer engagement and user experience, showcasing the customer-centric approach

Strengthened Brand Consistency Across Channels : Developed and maintained branding standards across all marketing materials, ensuring a cohesive brand story that focused on brand consistency and positioning

Advanced Cross-Departmental Collaboration + Support : Served as the key liaison, fostering collaboration between sales, design, and leadership teams to align marketing initiatives with business goals, driving organizational unity and brand advocacy

MARKETING + GRAPHICS COORDINATOR

Workplace Resource
Sep 2017 – Apr 2019

Pioneered Visual + Content Marketing Strategies : Crafted high-quality marketing materials and digital content, laying the foundation for WR's branding and digital presence, focusing on impactful marketing and brand differentiation

Enhanced Brand Identity + Messaging : Implemented authentic and consistent branding across various communication channels, directly contributing to the brand's market positioning and awareness, building and emphasizing WR's brand positioning

Facilitated Collaborative Brand Efforts : Collaborated closely with sales and design teams to ensure marketing strategies effectively supported client communication and sales objectives, showcasing cross-functional partnership

Drove Brand Engagement Through Creative Initiatives : Engaged in creative and traditional marketing efforts to expand customer base and enhance external engagement, reflecting the innovative and community-focused engagement

Education

COLORADO MESA UNIVERSITY
Class of 2017

B.B.A. Marketing, Minor in Mass Communication
National Student Exchange: Queens College, NY