

Nick Wilkas

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BRAND & GROWTH SPECIALIST

Brand and growth marketing strategist with 8+ years driving measurable ROI across many industries through data-informed campaigns, lifecycle marketing, and content strategy.

Brand Strategy
Digital Marketing
Data Analytics
AI & Automation

Go-To-Market Strategy
Performance Marketing
Email Marketing
Search Engine Optimization

Sales Support
Content Creation
Photography/Video
Web Design/Dev.

Career Highlights: Led Sling TV to their first profitable quarter in history, created 288% YoY sales growth for a CPG client, changed perception in favor of a higher education client by 86%

Technologies: Adobe Creative Suite (After Effects, Illustrator, InDesign, Photoshop, Premiere Pro), Asana, Canva, Google Suite, Google Ads, Hootsuite, HubSpot, Marketo, MailChimp, Meta Ads, Microsoft Suite, Monday.com, Basecamp, Smartsheet, Wrike, Salesforce, Wix, WordPress, ChatGPT, Claude, Perplexity, Zapier

PROFESSIONAL EXPERIENCE

Wilkas Brand Advisory, LLC | Denver, CO | 2020 – Present

Marketing consultancy specializing in brand management, identity development, market research and analysis, collateral creation, sales growth acceleration, and content strategy.

- Consumer Packaged Goods
 - Branding & Marketing
 - Designed a new website that provided a refreshed consumer perspective, new functionality + formatting, and intuitive access for all stores
 - Revisited and rightsized internal digitized processes for increased efficiency, accuracy for consumers and medical regulations, as well as an intuitive UX which increased conversion rates by ~53%
 - Developed multiple new marketing campaigns (in-store, partnerships, new business development) within rapidly growing companies based out of Colorado – increasing new business by over 110% while active
 - Directed product + lifestyle photoshoots from conception to execution increasing wholesale ordering by 34%
 - Consultancy & Impact
 - Designed new sales processes & strategies for 10+ stores, driving a ~20% increase in the average transaction and upwards of ~288% increase in sales YoY
 - Created new management guidelines for every level of the business resulting in an employee retention rate of 90+%, lost inventory reduction of 25%, and a 65% acceleration in onboarding new employees
- Real Estate & Financial Services
 - Conducted in-depth market research for a financial services client, including new branding, website overhaul, and market repositioning. Created a full competitive analysis proposal outlining the strengths, weaknesses, opportunities, and threats to the business, which served as a guideline for all future branding and marketing

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- o Organically partnered with a graphic design firm to ensure complete accuracy and a holistic vision of each aspect of the new brand – culminating into a complete identity, including typography, color palette, logo, and collateral
- o Increased new client retention within new geographics by 42% and referrals by 31%

Brand Manager - Recreation RSA, Inc. | San Francisco, CA | 2022 – 2023

Healthcare innovation-focused creative agency specializing in media production, brand identity, creative strategy, and sales support.

- Contracted to support new product launches, enabling and driving the most significant business opportunity to date (bilateral Parkinsons/Tremors treatment through incisionless ultrasound). Created a campaign identity, creative/content strategy, and media plan culminating in a returning patient increase of up to 75%. This campaign also decreased the average return period from 10 years to 1 year

Account Executive - Dish Network/OneTen Creative | Denver, CO | 2021 – 2022

In-house branding and creative agency for Dish Network, focused on brand identity, creative strategy, digital marketing, production, and graphic/web/UX design.

- Led the Sling TV client and creative teams as the sole Account Manager and Project Manager to the first profitable quarter in the company's history
 - o Increased digital initiative ROI by up to 70% and returning customers by up to 60%
 - o Directed a new Email/Lifecycle Marketing channel initiative, generating 2,000+ incremental restarts (former customers) and new activations
 - o Created process and guidelines from scratch that are still being utilized to this day
- Managed and supported branding, creative, and content direction for all 53 SBUs of DISH
 - o Promoted twice as a result of the ability to turn around underperforming brands
 - o Fostered a reputation as the 'go-to' agency partner for complex issue resolution

Strategy Associate - Greenhouse Partners | Boulder, CO | 2018 – 2020

Marketing and advertising consulting firm specializing in brand management, consumer research, digital content management, and content strategy.

- Developed integrated marketing plans for 3 of the firm's top 4 clients
 - o Co-managed a \$3 million direct marketing plan, resulting in 86% of survey respondents saying that their view of the client had changed favorably
- Launched four new websites and numerous campaign landing pages, expanding our client's digital footprint and supporting marketing initiatives that shifted brand awareness favorably

EDUCATION

University of Colorado at Boulder (Leeds School of Business)

May 2018

BS, Marketing and Operations Management

ORGANIZATIONS & AWARDS

- International Council Award for Academic Achievement – Highest House GPA
- Founding Father, Chapter Alumni Advisor, Board Member – Alpha Delta Phi Social Fraternity
- Leeds School of Business CoLab Student Leader
- Volunteer of Colorado