

Nick Weirens

Creative Digital Marketing Director | Building Brands & Teams

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Creative, data-driven marketing leader with 15+ years of experience transforming teams into **high-performing, revenue-generating engines**. Proven ability to modernize marketing operations, accelerate sales pipeline velocity, and drive growth through **digital strategy, SEO, eCommerce, and lead generation**. Adept at aligning marketing with business goals and fostering collaboration to enhance brand visibility and customer engagement.

Core Competencies

- **Leadership & Strategy:** Team Building, Cross-functional Collaboration, Sales & Marketing Alignment, Project Management, Emotional Intelligence, Budget Management, Sales Enablement
- **Digital Marketing:** Lead & Demand Generation, Conversion Optimization, Campaign Management, B2B & B2C eCommerce, SEO, Market Research, Digital Strategy, Branding, Content & Copywriting, Social & Email Marketing, Web Development, Video, Data & Reporting

Marketing Technology Stack

- **Marketing Automation & CRMs:** Salesforce Pardot (10 yrs), Adobe Marketo (6 yrs), Salesforce CRM (4 yrs), NetSuite ERP (12 yrs), HubSpot (2 yrs)
- **Web & eCommerce Platforms:** WordPress (15 yrs), WooCommerce (8 yrs), Adobe Commerce/Magento (4 yrs), Joomla (5 yrs)
- **Reporting, SEO & Behavior Analytics:** Google Analytics 4 (15 yrs), Google Tag Manager (12 yrs), Semrush (4 yrs), SE Ranking (5 yrs), HotJar & Mouseflow (4 yrs)
- **Advertising & Creative:** Google Ads (10 yrs), Facebook, LinkedIn, YouTube & Reddit Ads (8 yrs), Adobe Creative Suite (12 yrs), Wistia Video (12 yrs)

Experience

Director of Marketing | T2 Systems (*Acquired & Absorbed by Verra Mobility*) | 2024 – 2025

- **Strategic Leadership & Marketing Modernization:** Senior Leadership Team (SLT) member, aligning marketing strategy with company-wide goals. Spearheaded the first digital marketing plan to drive revenue and sales alignment.
- **Team Development & Operational Growth:** Built a structured marketing foundation, defining team roles, KPIs, and scalable processes to support long-term success.
- **Lead Generation & Campaign Optimization:** Led outbound marketing efforts, managing Salesforce Pardot, Google Ads, and social media campaigns. Optimized lead generation through automation, lead scoring, and CRM enhancements to accelerate pipeline velocity.
- **ABM & Cross-Functional Collaboration:** Partnered with sales and product teams to refine messaging, enhance revenue impact, and implement ABM strategies using data-driven insights.

Director of Marketing & eCommerce | Hawk Ridge Systems | 2012 – 2024

- **Website Strategy & Growth:** Designed, built, and managed websites and eCommerce operations for [Hawk Ridge Systems](#), [A3D Manufacturing](#), and [SolidProfessor](#), optimizing UX, SEO, and conversion strategies to drive

engagement and revenue. Increased organic eCommerce sales revenue by 150% within 12 months while reducing acquisition and retention costs.

- **Team Leadership & Sales Alignment:** Transformed an underperforming marketing team into a high-performing, goal-driven unit, increasing output by 30% and collaboration efficiency by 40%. Led and mentored a global team of content creators and marketing professionals, aligning marketing with sales to transition the B2B model into a marketing-driven eCommerce engine.
- **Lead Generation & SEO:** Increased leads by 75% through conversion optimization and targeted content strategies. Drove a 65% increase in organic traffic with advanced SEO, including keyword optimization, backlink strategies, and technical enhancements.
- **Paid Advertising & ROI Optimization:** Increased ROI by 40% through optimized Google Ads, LinkedIn Ads, and Facebook Ads, improving targeting, conversion rates, and ad spend efficiency.
- **Marketing Automation & Sales Enablement:** Implemented Marketo, launching advanced automation for lead nurturing, scoring, and lifecycle reporting, significantly enhancing sales-qualified leads and pipeline velocity.

Marketing Director | Symmetry Solutions (*Acquired by Hawk Ridge Systems*) | 2012 – 2017

- **Team Leadership & Market Positioning:** Built the marketing department from the ground up, positioning the company as a market leader, surpassing larger competitors, and leading to its acquisition by Hawk Ridge Systems.
- **Lead Generation & Website Growth:** Developed and launched a lead-generating website, increasing organic traffic and digital reach by 300%.
- **Marketing Automation & Sales Enablement:** Implemented Pardot, increasing sales-qualified leads by 150% through automation and data-driven nurturing.
- **Event & Webinar Marketing:** Led monthly event and webinar campaigns, attracting thousands of attendees and generating millions in revenue.
- **Paid Advertising & ROI Optimization:** Boosted ROI by 60% across Google Ads, LinkedIn, and Facebook through strategic paid advertising.

Marketing Manager | IJCAHPO | 2008 – 2012

- **Department Development & Brand Growth:** Built and led the marketing department, implementing multi-channel strategies across email, web, events, and social media to enhance brand visibility and audience engagement.

Education & Certificates

- **Master of Business Administration (Marketing Concentration)** - Metropolitan State University
- **Bachelor of Science in Marketing (Minor in Advertising)** - Metropolitan State University
- **Certificates:** FranklinCovey Leadership Certificate & Dale Carnegie Leadership & Communication Certificate

Military & Volunteer Experience

- **Sergeant, Army National Guard** - 8 Years of Service
- **Youth Baseball and Hockey Volunteer Coach** - 5 Years

Industry Experience

SaaS, Engineering & Manufacturing, eCommerce, Medical, Professional Services, Education & Nonprofit, Sporting Goods, Military & Defense, Consumer Goods