

# NIC FLAWS

✉ nflaws@gmail.com 🌐 nicflaws.com  [LinkedIn](#) 📍 Columbus, Ohio.

## TRANSFORMATIVE MARKETING LEADER

A transformative, full-stack marketing leader and brand visionary with 18 years of experience successfully helping companies—from high-growth startups to iconic brands—build, grow, and adapt. I specialize in brand strategy, demand generation, creative direction, and omnichannel campaigns. With expertise in developing high-performing, customer-obsessed marketing teams. And a proven ability to set a clear vision that supports company strategy by leveraging the art and science of marketing.

### CAPABILITIES

- Brand & Product Development
- Creative Direction & Content Strategy
- Product Design, Marketing & Enablement
- Social Media & Influencer Strategy
- D2C & Retail
- B2B, SaaS & Tech
- Demand Generation & Acquisition Growth
- CRM, Customer Support & Loyalty Programs
- Experiential, Events & Trade Shows
- SEO, UX/UI, Organic Search
- Design, Copywriting & Video
- Positioning & Consumer Insights
- PR, Paid Search (SEM) & Media Planning
- Digital Marketing, Site Design & E-Commerce
- Advertising & Integrated Campaigns

### TECH SKILLS

Adobe Creative Suite | Sketch | InVision | Canva | Microsoft Office | G Suite | HubSpot | BaseCamp | Trello | Slack | Monday | JIRA | Meta Business Suite | TikTok Ads Manager | Amazon Seller Central | LinkedIn | YouTube | Google Ads, Search Console & Analytics (GA4) | WordPress | Shopify | SquareSpace | MailChimp | Klaviyo | Zapier

### BRAND PARTNERS & CLIENTS

NBA | UFC | Altar'd State | EXPRESS | Grubhub | Hyatt Hotels | Sisu Aesthetics Clinic | Evivo Probiotic | Hilton Hotels | Hard Rock Hotels | Concetti Interior Design | Palm Nutra CBD | Safe Auto Insurance

## PROFESSIONAL EXPERIENCE

### HEAD OF BRAND MARKETING

2023–Present

#### Match Group: The League Dating App

Leading the charge in strategizing and executing global marketing strategies, including public relations, influencer engagements, collaborations, content creation, and orchestrating omnichannel events to boost The League's brand's visibility with a key focus on customer acquisition, generating buzz, and enhancing the overall brand presence.

- Enhanced The League's brand marketing, managed external agencies (PR, creative, social media, influencer), and expanded the in-house marketing team.
- Developed and executed end-to-end marketing strategies for brand and performance goals in the USA and internationally.
- Formulated aligned annual/quarterly marketing budgets, covering PR, brand, growth/performance, and influencer marketing.
- Collaborated with internal teams in brand creative, analytics, performance marketing, PR/comms, Product, Engineering, Customer Success, and Design.
- Oversaw, negotiated, and contracted multiple vendors and business partners.
- Executed high-conversion multi-channel marketing initiatives along with "out-of-the-box" brand-building campaigns.
- Ensured brand growth on owned social media channels through influencer collaborations, co-marketing, and user-generated content.

### VICE PRESIDENT OF MARKETING

2022 - 2023

#### Sequoia Games: Flex NBA | Flex UFC Trading Card Games

Accelerated marketing performance of early-stage start-up by transforming DTC e-commerce sales with a 34% increase in site traffic, a 128.9% increase in conversion rates, and a 107.9% increase in revenue from Q/Q.

- Orchestrated new brand identity, strategic positioning, and messaging across Sequoia Games' portfolio while providing hands-on creative direction in design, photography, video, and copy to ensure brand consistency across all mediums.
- Launched a new architecture, UX/UI, messaging, and brand design of the Shopify e-commerce DTC site, leading to an increased boost in conversion rate by 128% and a substantial increase in sales by 178% compared to the previous period.
- Diversified paid and organic media channels including OTV, Spotify, influencer programs, email, SMS, and TikTok ads while optimizing search (SEM & SEO), Google ads, shopping, site, and social platforms for a 63% stronger ROAS from LY.
- Innovated and oversaw the development of new product lines, pricing, and packaging design for Flex NBA and Flex UFC portfolios rooted in customer insights, competitive analyses, and market intelligence.

- Fostered cross-functional collaboration (across customer service, product, app, retail, manufacturing, and sales) to ensure increased efficiencies, strong communication, and alignment throughout the company.
- Led a multidisciplinary team of designers, videographers, PR specialists, media buyers, performance & paid marketing experts, social strategists, and creative agencies.
- Managed annual budget, allocation, and profit and loss (P&L) of comprehensive marketing campaigns to provide a return on investment (ROI).
- Developed influencer and NBA athlete partnerships (including Trae Young, The Professor, and Run TMC) across Instagram, TikTok, and Youtube to reach new audiences, build social communities, and drive new customer growth.
- Provided comprehensive support to the sales team via retailer sell-in tools, wholesale B2B e-commerce sites, product marketing, and trade show initiatives to drive online and in-store conversions.
- Established trusted relationships and collaborations with NBA and UFC to launch league-specific products and integrated campaigns effectively.

## **DIRECTOR OF MARKETING**

**2020-2022**

### **Whistle Messaging: B2B Hotel Software (SaaS) \*Acquired by Cloudbeds**

Drove and single-handedly executed full-stack marketing campaigns across brand, lead generation, and product marketing for a global software start-up—contributing to the company's successful acquisition by Cloudbeds.

- Achieved 100% annual revenue growth by executing data-driven marketing strategies that capitalized on new lead (MQL & SQL) and demand generation opportunities in U.S. and international markets.
- Architected, designed, built, wrote, and managed a conversion-focused WordPress site resulting in an impressive 957.29% increase in contacts, a 600% surge in leads, a 36.9% rise in customer base, and a significant 19.81% boost in website traffic compared to the previous year.
- Revamped Whistle's brand identity and launched new brand guidelines, brand voice, and visual elements—strategically incorporating them into a robust content marketing strategy.
- Effectively designed and deployed new brand across sales collateral, digital platforms, social media, PR, and various marketing promotional campaigns that enhanced brand awareness and generated qualified leads.
- Developed an end-to-end lead management process utilizing HubSpot, Streak, and site capture automation to streamline and accelerate Whistle's global sales pipeline.
- Solely executed and continually optimized paid search, PPC, organic search, affiliate, and paid advertising (social, display) campaigns on Google, Bing, LinkedIn, and software Review sites.
- Utilized Google Analytics to monitor, track, attribute, and report website traffic, site performance, and customer behavior to optimize SEO, SEM, and campaign performance.

## **DIRECTOR OF BRAND STRATEGY & CAMPAIGNS**

**2019-2020**

### **Express: Fashion Retailer**

Translated top-level company goals into comprehensive marketing plans and D2C strategies for an iconic fashion brand.

- Developed comprehensive go-to-market (GTM) plans with evergreen, seasonal, and monthly marketing initiatives that support each channel's objectives across men's and women's product portfolios.
- Strategized long-range 360° campaigns and effectively managed a \$9M annual budget allocation across activations, brand campaigns, and talent agreements to enhance brand relevance and deliver against KPIs.
- Executive leader in revamp of the Express loyalty and credit card member program, implementing digital acquisition and email/CRM programs to bolster customer retention and LTV across all platforms.
- Played an integral role in annual strategic consumer research to uncover the latest market trends and consumer mindset, converting data into relevant marketing strategies to ensure customer acquisition, growth, and retention.
- Utilized NBA partnership and Express ambassador Victor Oladipo to activate at the 2020 NBA All-Star Weekend in collaboration with sports media company UNINTERRUPTED and their fashion series to reach target audiences and amplify the brand message across all digital platforms.
- Ensured brand consistency and product storytelling across diverse marketing programs encompassing experiential, social, in-store, OOH, direct mail, and digital activations, resulting in increased brand relevance.
- Led and inspired a high-performing 8-person marketing team, offering guidance and support to drive success in apparel marketing initiatives targeting B2C & B2B markets.

## **SENIOR MANAGER – COPYWRITER**

**2017-2019**

### **Grubhub: Food Delivery App**

## **FOUNDER OF HONEY-FIRE**

**2015-2022**

### **Freelance: Marketing, Brand & Copywriting Consultant**

Delivering consumer-centric content, comprehensive go-to-market (GTM) strategies, multi-funnel email marketing programs, captivating pitch decks, and innovative full-cycle marketing plans to diverse B2B & B2C clients spanning fashion, aesthetics, probiotics, restaurant (QSR), fitness, finance, and auto insurance industries.

## **ASSOCIATE MANAGER – COPYWRITER**

**2012-2015**

### **Hyatt Hotels: Global Hotelier**

## **COPYWRITER**

**2010-2012**

### **Bond Group: Advertising & Branding Agency**

## **PRODUCER, DIRECTOR, WRITER, VIDEO EDITOR**

**2005-2010**

### **Tribune: Broadcast Network**

---

## **EDUCATION**

**University of Dayton: Bachelor of Arts | English Literature & Philosophy**