

Nick Weirens

Creative Digital Marketing Director | Building Brands & Teams

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[Portfolio Website](#) - [LinkedIn Profile](#)

Dynamic marketing leader with over 15 years of experience transforming teams into digital-first, data-driven growth engines. Renowned for building high-performing teams and fostering collaboration that accelerates revenue growth across diverse industries.

Experience

Director of Marketing & eCommerce | *Hawk Ridge Systems* | 2017 — PRESENT

- **Independently designed, built, and managed the websites and eCommerce operations** for [Hawk Ridge Systems](#), [A3D Manufacturing](#), and [SolidProfessor](#), encompassing website development, content creation, and ongoing maintenance.
- **Transformed an underperforming marketing team** into a top-performing, goal-oriented unit through clear vision, mentorship, and data-driven decision-making.
- **Increased leads by 75%** using conversion optimization and targeted content strategies.
- Leveraged advanced keyword optimizations, backlink strategies, and technical SEO enhancements, driving a **65% growth in organic traffic**.
- **Increased organic eCommerce sales revenue by 150%** within 12 months, significantly lowering customer acquisition and retention costs.
- **Boosted ROI by 40%** across Google Ads, LinkedIn Ads, and Facebook Ads through optimized paid advertising strategies.
- **Secured first-page Google rankings** for all target keywords through expert SEO techniques.
- **Implemented Marketo**, launching advanced marketing automation for lead nurturing, scoring, and lifecycle reporting.
- **Transitioned the B2B sales organization** into a marketing-driven eCommerce sales engine.
- **Led and mentored a global team** of content creators and marketing professionals, increasing team output by 30% and collaboration efficiency by 40%.

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

- **Built the marketing department from the ground up**, positioning the company as a market leader and surpassing larger competitors, ultimately leading to acquisition by Hawk Ridge Systems.
- Developed and launched a lead-generating website, **increasing organic traffic and digital reach by over 300%**.
- Implemented Pardot, **driving a 150% increase in sales-qualified leads** through advanced marketing automation and data-driven insights.
- Led monthly event and webinar marketing campaigns, attracting **thousands of attendees and generating millions in revenue**.

- **Boosted ROI by 60%** across Google AdWords, LinkedIn, and Facebook through strategic paid advertising.

Marketing Manager | IJCAHPO | 2008 — 2012

- **Established and built the marketing department**, overseeing all outbound marketing strategies, including email campaigns, web development, event management, webinars, and social media.
- **Increased brand visibility by executing comprehensive**, multi-channel marketing strategies that drove consistent growth in audience reach.

Military Experience

Sergeant, Army National Guard — 8 Years of Service

- **Served as a Transportation Non-Commissioned Officer** and Team Lead with the 135th Brigade Support Battalion, Red Bulls.
- **Developed strong leadership and team-building skills** by leading, training, and managing logistics operations, ensuring 100% readiness for large-scale missions.

Core Competencies

- **Leadership & Team Management:** Team Building, Communication, Cross-functional Collaboration, Goal Setting, Sales and Marketing Alignment, Traction & Level 10 Meetings, Project Management, Emotional Intelligence, Budget Management, Sales Enablement
- **Digital Marketing:** Lead Demand Generation, Conversion Optimization, Campaign Management, B2B & B2C eCommerce, SEO Expert, Market Research, Content Strategy, Social Media Marketing, Web Design & Development, Digital Marketing Strategy, Branding, Search Engine Marketing, Data Analysis & Reporting, Email Marketing, Copywriting, Video Marketing

Marketing Technology Stack

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

Education

- **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**

Volunteer

Youth Baseball and Hockey Volunteer Coach

Coach for 5 years, dedicated to teaching boys and girls the fundamentals of the game while fostering teamwork, discipline, and confidence. Committed to creating a positive environment that instills valuable life lessons both on and off the field.

Industry Experience

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