

# Nick Roy, MBA

**Chief Executive Officer @ Wiener Squad Media | Strategic Planning, Social Media Management.**

Saint Cloud, FL 34771 | 407-509-7055 | [nick@wienersquadmedia.com](mailto:nick@wienersquadmedia.com)

## Professional Summary

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Strategic Fractional CMO with 20+ years of experience driving revenue growth through data-driven marketing strategies, funnel optimization, and go-to-market execution. Proven track record of scaling a marketing agency to 8-figure revenue.

The only drawback is losing it all due to a bad acquisition. Expert in aligning marketing with financial performance, improving CAC, LTV, and ROI.

## Work Experience

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### Chief Executive Officer

**Wiener Squad Media** | Saint Cloud, FL

January 2024 to Present

- Develop and execute data-driven marketing strategies to increase brand awareness and revenue.
- Oversee and Manage social media campaigns, improving engagement and audience growth.
- Lead SEO and content initiatives, increasing organic traffic and rankings.
- Optimize email marketing campaigns using MailChimp through A/B testing.
- Analyze performance metrics using Google Analytics and HubSpot.
- Oversee and Manage PPC campaigns, improving ROAS.

### Remote Appointment Setter

**Legacy Assurance Plan**

September 2022 to Present

- Conduct outbound and inbound calls to qualify prospects.
- Schedule consultations and maintain client relationships.
- Utilize CRM and dialer systems to track engagement.

### Sales Representative

**The Political Group**

March 2021 to November 2022

- Managed high-volume outbound calling and sales conversion.
- Delivered persuasive communication to drive campaign success.

### Chief Executive Officer

**GMM Creative** | Fort Lauderdale, FL

June 2005 to January 2019

- Scaled company to 8-figure revenue within 9 years.
- Led cross-functional teams across marketing, design, and development.
- Oversaw project delivery, client relationships, and financial performance.
- Identified growth opportunities through market analysis.

## Owner

### 808 Image Web Design

May 2000 to January 2005

- Built and managed web design business serving small businesses.
- Delivered websites and digital marketing solutions.

## Education

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### MBA

Southern New Hampshire University

January 2025 to December 2025

### Hospitality Administration (Bachelor's Degree)

Florida Metropolitan University

### Marketing (In Progress) (MS)

Southern New Hampshire University

## Skills

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Digital Marketing Social Media Management Revenue Growth Strategic management SEO/SEM  
Go-To-Market Strategy Email Marketing Content Strategy Analytics (Google Analytics, HubSpot)  
Funnel Optimization Team Leadership Campaign Management PPC Leadership

## Links

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[linkedin.com/in/nickjroymba](https://www.linkedin.com/in/nickjroymba)