

Nick J Roy, MBA

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PROFESSIONAL SUMMARY

I am a strategic Fractional CMO with more than 20 years of marketing experience, helping drive revenue growth through data-driven marketing strategies, funnel optimization, and go-to-market execution. I have a proven track record of scaling a marketing agency to 8-figure revenue. The hard part was losing it all after a bad acquisition. Today, I focus on aligning marketing with financial performance and improving CAC, LTV, and ROI.

CORE COMPETENCIES

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

PROFESSIONAL EXPERIENCE

Chief Executive Officer | Wiener Squad Media | Jan 2024 – Present

- Oversees development of Squad Style Apparel website that uses WooCommerce, Square for point of sale, and Printful for print on demand and shipping direct to consumer, and development of social media profiles
- Designing all graphics for all products for Squad Style Apparel, t-shirts, mugs, tumblers and more
- Write all SEO optimized product descriptions and social media captions.
- Conduct faceless livestreams to showcase to business owners that you do not have to be on camera to do video
- 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 | Sep 2022 – 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 | Mar 2021 – Nov 2022

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

Chief Executive Officer | GMM Creative | Jun 2005 – Jan 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 – Jan 2005

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

EDUCATION

MBA, Southern New Hampshire University, 2025 4.0 GPA

MS in Marketing (In Progress), Southern New Hampshire University

Bachelor's Degree, Hospitality Administration, Florida Metropolitan University