

# Nick Coromelas

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## + PROFESSIONAL EXPERIENCE

### Director of Digital Marketing Strategy, *Herbalife, Torrance, CA*

Aug 2019 – Current

\$6 billion global nutrition company

- + Manage and mentor a team of 5 Digital Strategists and 2 Agencies (Paid and Content) to implement digital campaigns. Team budget 1 million +
- + Launch company's first AR experience with LA Galaxy has hit over 400 million impressions and over 2.5 min avg. time spent in the experience. Innovation award winning experience
- + Developing the company's first ambassador and influencer programs, which have yielded immediate success creating 2x the anticipated impressions
- + Manage all social paid efforts with spends exceeding 1 million dollars and seeing an RIO on avg. of 4:1
- + Launch the Region's first social chance in July of 2020 and built an organic community of 100k+ with highly engaged trending content
- + Implement strategies for pixels, naming conventions, and taxonomy. Leading Region efforts for IOs14, CCPA, FB CAPI, and website verification
- + Develop the first "Social Media Playbook," a framework for "all things social media" to ensure a successful operation for social channels in the Region
- + Responsible for developing the North America region's digital strategies; measuring digital KPI's, and social media creative for paid and organic
- + Work closely with Herbalife sponsored programs, including LA Galaxy, professional athletics, and facilities
- + Evaluate, identify efficiencies, and growth opportunities for current digital channels to develop an integrated digital strategy for 2020 and beyond
- + Develop creative briefs and manage content agency for all digital content in North America
- + Created company's first digital starter toolkit to help new distributors launch their business
- + Work with the North America sales team to help understand digital KPI's to measure successful events and now being implemented globally
- + Created, manage and write for the company's first-ever digital marketing blog
- + Responsible for the launch and management of all digital marketing efforts for Herbalife Triathlon, including SEO, programmatic and social media, paid campaigns that are 4x more efficient YoY in reach, impressions, and conversions resulting in 3:1 ROI
- + The President of North America increased the Digital operation budget by 100% because of immediate successful campaigns and consumer's responses

### Global Content Strategy Manager, *Garage Team Mazda, CA*

Feb 2018 – August 2019

A full-service marketing agency – WPP subsidiary

- + Managed a team of 4 members to ensure they learned and successfully executed all projects
- + Liaison between all social media channel partners to help ensure Mazda was utilizing platforms to their full capabilities
- + Developed phase 1 of Mazda's YouTube strategy and supported FY154 paid strategy plan to help connect seamlessly with Mazda's target audience
- + Led the transformation of Mazda's global marketing management tool by developing an updated metadata strategy, naming convention and new workflows that increased efficiencies by 30%
- + Created and pitched a Motorsports scalable digital strategy that in turn garnered an additional 1m budget for the Department
- + Helped develop and drove the USA social strategy 2.0 and roadmap, including a playbook with channel strategy
- + Oversaw social media analytics reports for month-end, launches reveals, and developed actionable next steps
- + Created and led the Global Center of Excellence "CoE" strategy that included a RASCI chart and weekly updates to Mazda Corp (Japan) that in turn helped increased content sharing globally 4x and reduced content development spend by 1.5mm
- + Audited social media and technology tools, their usage and success rate, and determined which solutions have the most significant global opportunity
- + Worked with Mazda global to understand the customer journey and how content can support in each step
- + Supported the CEO by providing monthly updates, created presentations, and shared POV on various digital topics
- + Hosted weekly integration calls with multiple global Mazda markets to provide strategic support, and shared best practices
- + Provided bi-monthly insights globally on how to best leverage content for various evolving digital platforms
- + Developed global KPIs, standardized metrics across regions, and set up a comprehensive reporting dashboard for 7 regions
- + Orchestrated Mazda first-ever Alpha test with Facebook that outperformed competitor sets
- + Played an instrumental part of the Mazda North America website transformation strategy team

### Social Media / Digital Freelance Contracted Employee, *511 Tactical, CA*

July 2017 – February 2018

A leading designer and marketer of purpose-built tactical apparel and gear

- + Conceptualized, created, and executed digital marketing programs that saw conversion lift by 2x
- + Increased social media engagement by 100%
- + Developed and managed 300k influencers strategy that yielded 3x ROAS
- + Monitored and compiled ongoing monthly competitor analysis reports
- + Created first ambassador and influencer program that helped garnered 100k new unique monthly visitors
- + Developed new project management workflows to increase productivity across all marketing team by 50%
- + Oversaw global and 20 retail, social media teams to ensure all were following best practices and meeting company goals
- + Directed production for all creation for social media content. Content saw a 3x lift in engagement and site conversions

### Director of Digital Strategy, *Digital Foundation, Santa Monica, CA*

August 2016 – July 2017

A start-up full-service marketing agency (years of company operation: 2016 - 2017)

- + Translated a vision for online marketing into a coherent digital marketing strategy lifted engagement 4x
- + Thought out, pitched and implemented client digital & social media strategies within budget requirements

- + Launched social media, email, and PPC campaigns congruently to boost website traffic by 25x and leads by 10x
- + Account management for top 2 key accounts
- + Managed and executed Social Media Ad campaigns with 5:1 ROI
- + Created sales and presentation decks for client meetings and updates
- + Analyzed SEO and effectively implemented best practices to help increase clients search position to page 1 within 3 months after launching a new website
- + Managed and revitalized blogs that helped with the search and website stickiness, increasing site time spent by 3x
- + Created and executed national and local PR campaigns that garnered 10m+ impressions

### **Global Manager: Digital and Social Media Strategy, Asia TV an Essel Company, Corona, CA**

February 2015 – September 2016

\$20 billion global conglomerate media company in 169 countries

- + Created a successful digital campaign that helped the Essel Chairman get elected for as a member of India Parliament in his home town Haryana
- + Launched Chairman's Facebook and Instagram accounts and improved them to over 100k followers
- + Managed and executed 1-million-dollar budget social media paid campaigns across multiple verticals and objectives with an avg. of an 8:1 ROI
- + Targeted and worked with social media influencers to help grow brand awareness and increase site traffic by 10x
- + Managed a 15-person digital team across 7 regions, 169 countries, 10 verticals, 120 social media sites with a reach over 100mm
- + Traveled globally to implement and train all regions on enterprise social media tools and digital best practice to help achieve local goals
- + Reduced company spend on technology by centralizing efforts by 500k dollars annually
- + Launched companywide digital newsletter, webinars, and training courses
- + Orchestrated email campaigns for databases greater than 1 million subscribers
- + Launched and maintained a multi-million-dollar digital advertising budget for social, display, retargeting and PPC

### **Digital Marketing Manager, Paciolan**

September 2012 – February 2015

A global leading ticketing software company that sells over 120mm tickets annually

- + Managed a team of 2 Digital Strategists to implement digital campaigns successfully
- + Worked with clients to come up with innovative ways to leverage social media during live events which helped increased engagement by at least 25% and had 1 client trend nationwide
- + Helped surpassed gross billing goal by \$200,000
- + Optimized online advertising campaigns for 80 clients that averaged 15 to 1 conversion rate (4x above industry-standard) that grossed \$700k in online sales
- + Supported Sales team with marketing collateral and offered marketing expertise when needed that helped grow the book of business by \$100,000
- + Executed social media campaigns had an average engagement rate of 25% compared to the industry standard of less than 10% that helped generate leads, increased ticket sales, and brand awareness
- + Sold in 10%, more PacSocial Clients then expected quarterly goals with 100% retention QoQ

### **Assistant Marketing Director & Brand Manager, UC Irvine Athletics Department, Irvine, CA**

August 2007 – September 2012

Mid-major University that operated on 200k marketing budget

- + Launched all digital advertising campaigns that resulted in \$25k in basketball tickets sold
- + Increased athletic funding for student programming by \$110,000
- + Broke women's soccer single-game attendance record by 34%
- + Created a merchandise store that profited \$50,000 in 1<sup>st</sup> year
- + Won multiple national marketing awards (NACMA); Marketing Promotion, T-shirt design, Student promotion
- + Increased customer database from 10,000 to 50,000 which resulted in an increase in tickets sales by 2%
- + Created the Department's 1st branding guidelines and online artwork submission form to ensure consistent branding

### **Freelance Shopify/Web/Digital Expert, 2012 – Current**

- + Developed, operated, managed, and sold 2 Shopify retail sites with a gross income of over 1m dollars annually – Clothingbyowl.com and Leisureletics.com
- + Launched and managed ClothingByOWL Amazon Prime store that accounted for 1/3 of the company's revenue
- + Currently finalizing a Shopify build-out for a Luxury Jewelry Company and Hair Salon that will activate social ecom
- + Converted Tile product management to Shopify solution and build a light ecom experience with digital appointment integration
- + Created various WordPress sites for local therapy locations, personal blogs, and ebook learning

## **+ EDUCATION**

California Polytechnic State University (Cal Poly) San Luis Obispo

Graduated Spring 2007

- + Bachelor of Science: Recreation Administration - Concentration: Marketing & Sports Management
- + 2 sport (Soccer and Football) division 1 athlete and football Team Captain

## **+ CERTIFICATIONS**

- + Google - Academy for Ads, Analytics
- + Facebook Blueprint

## + SKILLS

- + Expert in Social Media enterprise tools: Khoros, Hootsuite, NetBase, Brandwatch, Meltwater, CreatorIQ
- + Microsoft Office
- + Intermediate level in Adobe Creative Suite
- + Knowledgeable in various CMS solutions: Drupal, WordPress, Squarespace, Wix, Shopify, Kentico, Adobe
- + Facebook exchange, Google AdWords
- + Project Management: Jira, Dapulse, Basecamp, Workfront, Asana
- + CRM: Hubspot, Salesforce
- + Email Automation: Mailchimp, Silverpop, Pardot
- + Basic Coding: CSS, HTML
- + SEO – MOZ, Google Planner, Spyfu
- + Passionate about Agile Digital Marketing
- + Understand conversational Greek