

NICK ALI

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Senior Marketer with experience creating and executing marketing strategies encompassing growth marketing, product marketing, and brand marketing. Responsible for accelerating revenue growth by building developer and B2B demand generation and lead generation strategies. Trusted business partner for executive leadership and stakeholders.

AREAS OF EXPERTISE

Marketing Strategy • Player / Coach • Campaign Planning and Execution • Developer Marketing • Growth Marketing • Product Marketing • Branding and Positioning • Marketing Operations • P&L Management • Startups, Scaleups, and Market Expansion • Mentorship • Team Creation and Expansion

EXPERIENCE

Marketing Consultant

Kuverant

May 2022 – Current

- Consult with clients to evaluate and formulate marketing strategies and go-to-market plans.
- Review market conditions, research competitors, and develop unique value propositions.
- Refine segmentation and sales targets, define MQLs, PQLs, and SQLs in coordination with sales.
- Evaluate campaign effectiveness and identify opportunities for improvement.
- Interview marketing candidates and counsel clients during agency hiring process.

Marketing Director

Tatum

Oct 2021 – May 2022

Hired by founder and CEO of early stage blockchain developer platform.

- Responsible for transforming marketing team to develop and execute more effective marketing initiatives with greater ROI.
- Created and launched go-to-market strategies and user acquisition plan targeting enterprises, startups, and developers.
- Established unique value proposition and product positioning working with business development, product, customer success, and partnership teams.
- Created ICPs and identified user and buyer journeys from brand awareness to referral. Aligned and directed brand and growth campaigns simultaneously for customer acquisition.
- Leveraged technical leadership experience to form developer relations team and support community of developers.
- Delivered 10x growth in signups in first six months by aligning funnel and journey touchpoints with messaging, content, and paid ads.
- Slashed cost per lead by 90% through experimentation, continuous testing, and spend optimization of messaging, creative, content, and ads on all channels.
- Increased web site visitors 200% by creating SEO-optimized content leveraging blog, email marketing, webinars, Twitter, LinkedIn, YouTube, and influencers, all aligned with developer journey.
- Reduced campaign delivery times by 50% through improved talent acquisition, up-skilling of team, and adherence to processes.
- Doubled conversion rate and tripled CTR by improving targeting, retargeting, and development of channel-specific content.

Chief Operating Officer

DENMARK The Agency

Jan 2012 - Oct 2021

Guided data-driven creative strategy, planning, and execution of multiple simultaneous short- and long-term omni-channel marketing plans for agency and B2B, B2C, and B2B2C clients.

- Identified unique value proposition in collaboration with executive teams that drove positioning, goal setting, prioritization, marketing, sales, PR, overall customer experience, and employee engagement.
- Designed growth strategy to maximize LTV and minimize CAC.
- Provided extensive technical subject matter expertise and leadership evaluating and selecting best-of-breed partners to integrate into marketing technology stacks.
- Managed workflow and capacity planning, recruitment, and performance management of team, forming a flexible, collaborative, and responsive culture to meet all client needs.
- Achieved 225% growth in B2B SaaS monthly subscription revenue for national food services client by identifying user personas and journeys, developing effective marketing strategy, and collaborating with partners and affiliates on alignment of messaging, branded content, and sales material.
- Increased employee engagement by 17% at multinational financial through design and execution of impactful internal brand management, educational campaigns, videos, and communications.
- Reduced CAC 20% for global insurance company by improving UX in customer-facing SaaS tool for EMEA region.
- Rebranded largest RPO in US and named new AI-fueled hiring platform.

Chief Marketing Officer

Run Level Media, LLC

Jan 2009 - Jan 2012

Founded marketing agency focused on creating and executing comprehensive marketing strategies, plans, campaigns, and websites.

- Leveraged content creation, SEO, social media marketing, paid advertising, A/B testing, and media relations for clients.
- Served as primary technical advisor on all projects, collaborating with strategists, designers, technologists, and third-party freelancers / vendors.
- Designed and built lead generation tools for largest home improvement retailer that allowed customers to input minimal project specifications and receive detailed requirements to use at point of purchase.
- Reduced multinational healthcare website bounce rate by 35% and increased session duration 30% by guiding client through prioritizing product focus and identifying customer segments, developing new marketing and sales strategies, and redesigning website user experience.
- Developed custom marketing platform for top three vehicle rental company, successfully redesigning reservation system front-end experience and integrating with CRM.

Education

Georgia Institute of Technology, Computer Engineering '01

Coursera

- Improving Deep Neural Networks: Hyperparameter tuning, Regularization and Optimization
- Structuring Machine Learning Projects
- Neural Networks and Deep Learning

Udacity

- Deep Learning Nanodegree Foundation
- Machine Learning Nanodegree