

Nick Hiller

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U.S. MARKETING DIRECTOR SOLON MARKETING, AUSTIN, TX

2.11 – PRESENT

SPENCER TRAPPIST ALES— (2013–2015)

Created branding, launch campaign, and developed prime U.S. and all international markets for first beer brewed by American Trappist monks

- Designed/presented business-winning pitch for exclusive global sales and marketing agreement with \$20 million brewery startup
- Wrote positioning/brand brief, hired design team, and supervised brand identity creation incl. logos, packaging, website: www.spencerbrewery.com (read case study at www.nickhiller.com)
- Designed/sourced all point of sale incl. glassware, tap handles, signage, coasters
- Managed all social media: Facebook (9K+), Instagram (3K+), Twitter (800+), online store: Shopify/Shipwire www.spencer-brewery.myshopify.com, e-newsletter: MailChimp/Zoho CRM (4K subs, 57% opens, 28% clicks)
- Created video content for website: (35K+ views) www.vimeo.com/spencerbrewery/dayinthelife
- Conducted market analyses, market visits/interviews, and contract negotiations for California/Colorado & Asia/Europe/Canada/Brazil
- 15 U.S. & 10 export agreements incl. Budweiser and Coors distributors

CHIMAY & SCHNEIDER WEISSE — (2011–2012)

Managed U.S. marketing operations for world's best-selling Trappist beer and Bavaria's oldest wheat beer; reported directly to Belgian mgmt

- Designed all communication materials incl. online/print ads, mailers, tap handles, sell sheets, shelf talkers
- Designed/developed websites for Schneider USA and importer: www.schneiderusa.com, www.mbibeer.com
- Developed sales training courses using Prezi platform
- Created video content for product launches, sales training, events
- Created e-newsletter for both brands

LATINWORKS, TRAFFIC COORDINATOR, AUSTIN, TX

7.10 – 1.11

Multi-channel ad buys for Chevy/GMC at #1 Hispanic ad agency in U.S.

- Developed and pitched internal Bud Light NFL sponsorship campaign

PANGOLIN PICTURES, ASSOCIATE PRODUCER, NYC

3.09 – 4.10

Field work included embeds with the U.S. Border Patrol and New Orleans EMS

- Secured director/photographer clearances for U.S. Army convoy embed in Iraq

NATIONAL GEOGRAPHIC TV, ASSOCIATE PRODUCER, NYC

1.08 – 2.09

Production work for nationally televised documentary series including:

- *Lockdown* filmed in Detroit jails and *Dogtown* filmed at largest animal sanctuary in U.S.

EDUCATION

NYU 2007 – BA, Film & Television

UT/AUSTIN 2004 – RTF Coursework