

Nick Hiller

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BRAND MANAGER

2.11 – PRESENT

SOLO MARKETING, AUSTIN, TX

CHIMAY & SCHNEIDER WEISSE — (2011–2012)

Managed U.S. marketing for world's best-selling Trappist monk beer and Bavaria's oldest wheat beer, reported directly to Belgian management

- Designed all communication materials including online/print ads, POS, tap handles, e-newsletter
- Designed/developed websites for Schneider and importer — www.schneiderusa.com, www.mbibeer.com
- Created video content/decks for product launches, sales training, events

SPENCER TRAPPIST ALES— (2013–2015)

Delivered on time/budget product development and international launch for first beer brewed by American Trappist monastery, coordinated unified sales and marketing team efforts, managed all export markets

- Designed/presented business-winning pitch for exclusive global sales and marketing agreement with new \$20M brewery
- Wrote positioning/brand brief, hired design team, supervised brand identity creation including logos, packaging, website — www.spencerbrewery.com
- Designed/sourced all POS including glassware, tap handles, signage
- Managed all social media: *Facebook (9K+)*, *Instagram (3K+)*, *Twitter (800+)*, *MailChimp/Zoho CRM (4K subs, 57% opens, 28% clicks)*
- Created online merch store: *Shopify/Shipwire (1K+ orders shipped)*
- Created short documentary film for web: *(35K+ views)* — www.vimeo.com/spencerbrewery/dayinthelife
- Conducted market analyses, importer site visits/interviews, contract negotiations in California/Colorado and Asia/Europe/Brazil/Canada
- Closed 15 U.S./10 international contracts including Budweiser and Coors distributors

LATINWORKS, TRAFFIC COORDINATOR, AUSTIN, TX

7.10 – 1.11

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

PANGOLIN PICTURES, ASSOCIATE PRODUCER, NYC

3.09 – 4.10

Documentary shoots including U.S. Border Patrol and New Orleans EMS

- Border Patrol photo essay at: nickhiller.exposure.co/borderlands

NATIONAL GEOGRAPHIC TV, ASSOCIATE PRODUCER, NYC

1.08 – 2.09

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

EDUCATION

NYU 2007 – BA, Film & Television