

NICK IRMO

VP Channel Marketing & Head of Marketing • Brand, Demand & RevOps

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EXECUTIVE SUMMARY

Senior marketing executive who reports to CEOs and presents to boards; known for stepping into solo or understaffed marketing seats and converting them into full-stack growth engines spanning brand, demand, and revenue operations. Track record includes generating \$40M+ in qualified pipeline inside 30 days, leading channel marketing at one of the top three retail mortgage lenders in the United States, modernizing digital for a 1,600-location global franchise later acquired by a private equity group, launching new products and service lines from concept through GTM, and advising 200+ small, mid-market, and enterprise clients (including Fortune 500 brands) through a consultancy operating continuously since 2008.

PROFESSIONAL EXPERIENCE

Amplify HR Management

Northbrook, IL

Digital Marketing Manager (Sole Marketing Function, Reporting to CEO)

December 2024 – March 2026

Recruited as the first dedicated marketing hire to stand up the entire marketing function for a growth-stage PEO. Owned brand, demand, web, content, and marketing technology in partnership with the CEO and executive team.

- **Rebrand and Website Transformation.** Delivered a complete corporate rebrand and 700+ page Next.js website, repositioning Amplify as an enterprise contender in a crowded PEO market.
- **AI-Assisted Content Operations.** Architected editorial pipelines pairing generative AI with human oversight, enabling full-funnel content coverage across web, sales enablement, and external publishing.
- **Marketing Technology Stack.** Integrated Salesforce and Pardot for attribution, stood up Looker Studio executive reporting, and ran retargeting, cold outbound, and paid search programs hands-on.
- **Sales and Marketing Alignment.** Owned the marketing-to-sales handoff including pipeline reviews, lead routing, and SLA agreements, ensuring shared revenue targets and consistent qualified-opportunity definitions.

Alpha Mortgage Corporation

Wilmington, NC

Head of Marketing (two tenures)

May 2019 – November 2020 • January 2022 – December 2023

Owned the full marketing function for a regional mortgage lender across two tenures bracketing a senior role at Guaranteed Rate, with accountability spanning three related brands: AlphaMortgage.com, the Alpha Mortgage Advantage branch network, and the Reverse Mortgage Division.

- **Pipeline Generation.** Drove a 275% lift in inbound traffic and a 730% surge in internet lead volume within 90 days; rolled out a social and video lead system that produced \$40M in qualified mortgage opportunities in 30 days.
- **CRM Rollout.** Led company-wide evaluation, rollout, and adoption of SureFire Top of Mind, a specialized mortgage CRM equipping 50+ loan officers and their referral partners with automated nurture and branded lifecycle communication.
- **Multi-Brand Platform Rebuild.** Architected and launched a new website platform for AlphaMortgage.com while unifying brand standards across Advantage branches and Reverse Mortgage, navigating a challenging post-COVID rate environment.

Guaranteed Rate

Chicago, IL

Vice President of Channel Marketing

November 2020 – November 2021

Owned the marketing strategy for Agent Advantage (agents.rate.com), the flagship real estate agent partnership platform at one of the top three retail mortgage lenders in the United States (Scotsman Guide, 2021), supporting 110,000+ registered partners whose referrals underpinned loan production company-wide.

- **Channel Infrastructure at National Scale.** Stewarded the 110K-agent partner network that served as the backbone of transaction flow nationwide, scaling the coaching, content, and Total Expert CRM systems that powered day-to-day loan officer activity.
- **Community Platform.** Stood up a private partner community that grew to 2,000+ active members in six months, sustained through branded guides, coaching video series, and live engagements.
- **Celebrity Brand Content.** Ghostwrote long-form editorial content for a nationally recognized home improvement television personality, producing voice-consistent brand content across Guaranteed Rate properties including GRatelife.

101 Mobility

Wilmington, NC

Marketing Director

April 2017 – November 2017

Led marketing transformation for a \$50M+ medical equipment franchise network across the United States, directing a five-person team supporting 65+ franchise locations.

- **Paid Media and Operational Savings.** Rebuilt a \$1M+ annual PPC program contributing to a record \$5.3M single-month franchise sales result, while capturing \$250,000+ in annualized savings by consolidating vendor relationships.
- **Omnichannel Program.** Rolled out an integrated strategy covering email, PPC, print, video, social, and national tradeshow.

In Home Personal Services and Affiliated Brands

Crystal Lake, IL

Marketing Director (Promoted from Digital Marketing Manager)

March 2015 – February 2017

Owned marketing strategy across a family of five related operating brands sharing common ownership: In Home Personal Services (flagship \$50M+ non-skilled senior care agency and franchise network across Illinois, Texas, and Florida), Bowes In Home Care (skilled medical home care), Onward DME (durable medical equipment e-commerce), Matthews Online Learning (internal staff LMS), and Nex Gen Dynamics (in-house tech and creative function). Promoted to Marketing Director within five months of joining.

- **Multi-Brand Portfolio Marketing.** Held marketing accountability across five distinct brands serving five distinct audiences (seniors and families, medical referral partners and clinicians, B2B medical equipment buyers, internal staff, and external creative agency clients), establishing positioning, web presence, and demand programs for each.
- **Built the Creative Function from Scratch.** Designed the team structure and hired the first dedicated videographer, graphic designer, content writer, and supporting specialists, converting an outsourced marketing footprint into a 10-person in-house creative team that served all five brands.
- **New Product and Service Line Launches.** Led go-to-market for multiple new launches: Bowes In Home Care (skilled medical brand with B2B website and clinician outreach), Onward DME (direct-to-consumer durable medical equipment brand from concept through e-commerce), Matthews Online Learning (internal LMS with video tutorials), and the repositioning of Nex Gen Dynamics from internal IT into an external creative agency.

Cartridge World

McHenry, IL

Digital Marketing Manager

January 2013 – August 2015

Modernized North American digital marketing for one of the top 100 global franchises, operating across the \$80B remanufactured ink and toner category with 1,600 worldwide locations. Inherited a legacy radio-dominant marketing model and rebuilt it into a performance-driven digital and e-commerce engine.

- **Digital Transformation of a Radio-First Brand.** Shifted the North American marketing model off of radio and into performance digital, introducing a SKU-level PPC program and Google Shopping presence that gave the corporate brand direct e-commerce traction for the first time.
- **Franchise-Friendly E-Commerce Model.** Resolved the long-standing franchise-versus-corporate e-commerce conflict by designing a radius-based attribution and revenue-sharing model (modeled on Batteries Plus), converting franchisee resistance into network-wide support.
- **National Speaker and Trainer.** Presented at industry conferences across the Cartridge World franchise system, championing adoption of video, educational content, and environmentally conscious sales

techniques among franchisees. Contributing writer to INKFO, the company's award-winning internal franchise publication.

- **Strategic Outcome.** Modernized infrastructure supported rapid system-wide growth; the global parent was subsequently acquired by a Chinese manufacturing and private equity group, consolidating North American operations.

INDEPENDENT CONSULTING AND FRACTIONAL MARKETING LEADERSHIP

Clicking Awesome (formerly Irmo Marketing)

Barrington, IL

Founder, Principal Strategist, and Fractional CMO

2008 – Present

Operated independently as Irmo Marketing from 2008 and rebranded the client-service practice as Clicking Awesome in 2017; Clicking Awesome inherited all active clients while irmomarketing.com became my personal portfolio. Across both entities, the practice has served 200+ clients across financial services, legal, real estate, senior care, hospitality, and retail. Offerings span fractional CMO engagements, GTM strategy, brand architecture, performance marketing, and web and e-commerce development.

- **Fractional CMO and Marketing Leadership.** Provide senior marketing leadership for growth-stage and mid-market companies, including marketing audits, GTM strategy, MarTech evaluation, team structure, and quarterly roadmaps tied to revenue outcomes.
- **Enterprise and Fortune 500 Engagements.** Delivered B2B and B2C marketing programs for nationally recognized brands and Fortune 500 companies, including landing page strategy, paid media campaigns, brand positioning, and category expansion work across hospitality, retail, financial services, and consumer packaged goods.
- **Website Design, Brand Identity, and Social Media.** Delivered integrated website, brand identity, and social media programs across diverse B2B and B2C industries, including financial services, legal, senior care, hospitality, and retail, with emphasis on translating executive vision into brand systems that scale.
- **Selected Engagements.** B2B SaaS and Enterprise: Opus21 Utility Management (cloud utility billing platform serving 180+ municipal and private utilities), Unilever (Dove brand B2B hospitality vertical). Multi-Location Retail and E-Commerce: Reeds Jewelers (largest family-owned jewelry chain in North America, Magento Commerce platform migration). Nonprofit and Quality Systems: Wisconsin Center for Performance Excellence (state-level Baldrige Award nonprofit). Financial Services: Revolution Mortgage, Oakstar Mortgage, Timeless Mortgage. Hospitality and Food Service: Sybaris (five-location Midwest luxury couples resort chain), Tempesta, Elevation Meats. Additional clients across real estate brokerages, automotive dealerships, hospitality, retail, and consumer services.

SKILLS AND CREDENTIALS

Executive Leadership: Go-to-Market Strategy • Brand Architecture • Digital Transformation • Organizational Design • Marketing P&L and \$5M+ Budget Ownership • Sales and Marketing Alignment / RevOps • Channel and Partner Marketing • Team Building • Vendor and Agency Management • CEO and Board Communication

Growth and Revenue Marketing: Demand Generation • Pipeline Development • Revenue Marketing • Product Marketing and New Product Launches • ICP Definition and Customer Segmentation • ABM • Attribution Modeling • Conversion Rate Optimization • Lifecycle Strategy • SEO, SEM, AEO

MarTech and Analytics: Contentful, WordPress, Magento • Salesforce, Pardot, HubSpot, Total Expert, SureFire • GA4, Looker Studio, Google Ads (certified) • SEMrush, Ahrefs • Figma, Adobe CS • Generative AI • Next.js, Tailwind, React

Industry Expertise: B2B SaaS • Financial Services and Mortgage • Franchise and Multi-Location • Senior Care and Healthcare • Professional Services • E-Commerce and DTC • PE-Backed and Growth-Stage