Nick Irmo.

Marketing Director | Brand, Demand Generation, Content & Revenue Operations

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SUMMARY

Marketing leader and former VP of Channel Marketing who reports to CEOs and managing partners and builds marketing functions from the ground up. Known for stepping into solo or understaffed marketing seats and turning them into full-stack growth engines across brand, demand generation, content and revenue operations, with AI automation doing the repetitive work. Track record includes two firm websites rebuilt within 12 weeks of joining, $40M in qualified opportunities in 30 days, channel marketing for 110,000+ partners at a top-three U.S. retail lender, and 18 years advising 200+ clients, including Fortune 500 brands.

12 wks	$40M	730%	110K+	200+
two firm websites rebuilt and relaunched	qualified opportunities in 30 days	lead volume lift in 90 days	channel partners supported	clients advised since 2008

EXPERIENCE

Gordon Law Group & Gordon Tax Chicago, IL — July 2026 – Present

Marketing Director

Lead marketing for a Chicago crypto, tax and business law firm and its affiliated tax firm, reporting to the managing attorney. Three web properties, two YouTube channels, a direct report, law clerks and vendors.

- Rebuilt gordonlaw.com and gordontax.com within 12 weeks of joining: new IA, flattened URLs, ~40 service pages reassigned by search intent, E-E-A-T bylines and schema on every page.
- Launched a 235-term tax glossary (largest in the category) and a 235-video YouTube program behind it, one video per weekday.
- Redesigned the HubSpot lead flow (lifecycle stages, six routing paths, 3-call/2-email cadence, 2-hour SLA, Clio handoff, source attribution); restored GA4 after a year of no data; built the firm's first Looker Studio dashboard and weekly partner report.
- Wrote the Article Production SOP: six drafting passes to one or two, topic to publish-ready in 2–3 business days, compliance scan built in, 4 new + 4 refreshed articles a month.
- Built the Marketing Pulse, an AI-driven daily intelligence brief that delivers social drafts and a question-of-the-day script to staff with no manual effort.

Amplify HR Management Northbrook, IL — December 2024 – March 2026

Digital Marketing Manager (sole marketing function, reporting to CEO)

First dedicated marketing hire, standing up the entire function for a growth-stage PEO.

- Delivered a complete rebrand and a 700+ page Next.js website: 98/100 PageSpeed (from 34), 400+ more pages indexed.
- Built a social proof engine: 70+ five-star Google and G2 reviews and an official G2 badge.
- Integrated Salesforce and Pardot for attribution; stood up Looker Studio executive reporting; ran retargeting, outbound and paid search.
- Owned the marketing-to-sales handoff: pipeline reviews, routing and SLAs.

Alpha Mortgage Corporation Wilmington, NC — May 2019 – Nov 2020 · Jan 2022 – Dec 2023

Head of Marketing (two tenures)

Owned marketing for a regional lender with 50+ loan officers across three brands. Recruited back after Guaranteed Rate.

- 275% lift in inbound traffic and 730% more internet leads within 90 days.
- Social and video lead system that produced $40M in qualified opportunities in 30 days.
- Led SureFire Top of Mind CRM selection and rollout for 50+ loan officers and partners.
- Rebuilt AlphaMortgage.com, unified brand standards, created the "Beyond Alpha" partner magazine and the 92-page Careers book; Best Video Marketing, 2022 MAX Awards.

Guaranteed Rate Chicago, IL — November 2020 – November 2021

Vice President, Channel Marketing

Marketing strategy for Agent Advantage (agents.rate.com), the real estate agent partnership platform at a top-three U.S. retail lender.

- Scaled partner marketing for 110,000+ registered agents.
- Launched a private partner community that reached 2,000+ members in six months.
- Directed creative, video, email, Total Expert CRM automation, SEO, events and tradeshows.

EXPERIENCE, CONTINUED

101 Mobility Wilmington, NC
April 2017 – November 2017

Marketing Director

Led marketing for a $50M+ medical equipment franchise system with 65+ franchisees across the U.S., Puerto Rico and Canada.

- Rebuilt a $1M+ annual PPC program, contributing to a record $5.3M sales month; $250,000+ in annualized savings from vendor consolidation.
- Led a five-person team across email, PPC, print, video, social and tradeshows.

In Home Personal Services & Affiliated Brands Crystal Lake, IL
March 2015 – February 2017

Marketing Director (promoted from Digital Marketing Manager)

Led marketing across five brands anchored by a $50M+ senior care agency in Illinois, Texas and Florida.

- Built a 10-person in-house creative team from scratch; promoted to Marketing Director within five months.
- Led go-to-market for Bowes In Home Care, Onward DME and Matthews Online Learning; repositioned Nex Gen Dynamics.

Cartridge World North America McHenry, IL
January 2013 – August 2015

Digital Marketing Manager

Modernized North American digital marketing for a top-100 global franchise with 1,600 locations.

- Moved a radio-first brand into SKU-level PPC, Google Shopping and Amazon FBA.
- Designed a radius-based revenue share that won franchisee support for e-commerce.
- National conference speaker and trainer; contributing writer to INKFO.

Clicking Awesome (formerly Irmo Marketing) Barrington, IL
2008 – Present

Founder and Principal Marketing Consultant

Consultancy and fractional CMO practice serving 200+ clients across financial services, legal, real estate, automotive, hospitality, senior care and retail. Irmo Marketing from 2008; rebranded the client practice as Clicking Awesome in 2017.

- B2B and B2C programs for national brands and Fortune 500 companies, including Unilever (Dove), Harley-Davidson, Abt Electronics and AT&T.
- Select engagements: Opus21 and Clear Mortgage (brand, content, social, pitch decks), Reeds Jewelers (embedded Magento 2 deployment), Timeless Mortgage (identity and site), Good Time Activities (brand, e-commerce, product launches), OakStar Funding (website), Revolution Mortgage (social), Fish Witch Charters and TALLET (lead gen and paid social), plus loan-officer campaigns, Tempesta, Elevation Meats, MotorWerks and the Wisconsin Center for Performance Excellence.
- Commercial photography and Google 360 virtual tours for Sybaris (five-location resort chain), Arlington Lexus and Sullivan Buick GMC as a Google Street View trusted photographer.
- Awards for Best Marketing Campaign, Best Newsletter Content and Best New Website Design.

AT&T Global Hoffman Estates, IL
2006 – 2008

Account Manager

Managed 1,600 business accounts and led a 10-person sales team. The sales floor is where the marketing-to-revenue habit started.

- Consistently surpassed departmental sales goals with repeated recognition for retention and account growth; coached a 10-member team to top customer-satisfaction ratings.

EXPERTISE

Leadership
Go-to-market strategy, brand architecture, team building and hiring, $5M+ budget and P&L ownership, agency and vendor management, CEO and partner communication

Growth and revenue
Demand generation, channel and partner marketing, product launches, ICP and segmentation, ABM, attribution, CRO, lifecycle strategy

Revenue operations
Lead-to-MQL-to-SQL design, scoring and routing, marketing-to-sales SLAs, sales enablement, executive dashboards and weekly reporting

Search and AI
SEO, SEM, AEO and GEO for answer engines, AI-assisted content operations with compliance gates, AI automation and intelligence briefs, video

PLATFORMS, EDUCATION AND RECOGNITION

Platforms
HubSpot, Salesforce, Pardot, Total Expert, SureFire, GA4, Looker Studio, Google Ads, Meta Ads, LinkedIn Ads, SEMrush, Ahrefs, WordPress, Elementor, Novamira, Contentful, Magento, Next.js, React, Tailwind, Figma, Adobe Creative Cloud, Claude, ChatGPT

Education and certifications
- Western Illinois University, Marketing
- Oakton Community College, Computer Science
- Google Ads
- Google Analytics
- HubSpot
- Adobe Marketing Cloud
- Leading a Marketing Team

Recognition
- Best Video Marketing, 2022 MAX Awards, for the Alpha Mortgage Home Buying Video Series
- 2023 MAX Awards (Wilmington-Cape Fear Home Builders Association) for mortgage print marketing and website design