

NICK IRMO

Marketing Director & Team Builder | \$40M+ Pipeline Generation • 110K+ Partner Networks

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EXECUTIVE PROFILE

Results-oriented marketing leader driving rapid growth for B2B and B2C companies. Demonstrates a proven track record of expanding digital platforms, managing channel and partner programs, and delivering measurable pipeline results. Technical marketer who connects strategy with execution, leading complex digital marketing projects, overseeing \$5M+ budgets, and managing teams of 3-7.

Key Achievements

- Expanded partner networks to over 110K users and generated more than \$40M in qualified pipeline
- Drove a 730% increase in lead generation through integrated digital strategies
- Led technical improvements, reaching a 98/100 Google PageSpeed score and over 400+ pages indexed
- Built and coached cross-functional marketing teams, removing obstacles and speeding up time-to-market
- Proven skill in translating complex technical ideas into engaging stakeholder stories

PROFESSIONAL EXPERIENCE

Amplify HR Management | Northbrook, IL

Digital Marketing Manager | December 2024 – Present

Driving digital transformation and growth strategy for a B2B SaaS HR Outsourcing PEO services firm, focusing on website optimization, demand generation, and brand positioning.

- **Led a complete website rebuild**, deploying over 700 pages of optimized content; achieved a 98/100 Google PageSpeed score (up from 34/100) and indexed more than 400 additional pages for better organic discovery.
- **Adopted AI tools and marketing automation** to simplify content creation, improve campaign efficiency, and speed up time-to-market while preserving quality and brand consistency.
- **Established social proof engine** generating 70+ five-star Google and G2 reviews, earning an official G2 badge, and strengthening trust signals that accelerate sales cycles.
- **Built a comprehensive marketing asset library** supporting social media, print collateral, and sales enablement; streamlined campaign deployment across channels.

Alpha Mortgage Corporation | Wilmington, NC

Head of Marketing | January 2022 – December 2023

Rejoined Alpha Mortgage in a senior role after serving as Vice President of Channel Marketing at Guaranteed Rate. Managed all marketing efforts for a well-established regional mortgage lender with over 50 loan officers.

- **Led a complete digital marketing overhaul**, including website redesign and advertising optimization, greatly improving engagement and brand recognition in target markets.
- **Provided targeted marketing support for a network of 50 loan officers**, delivering customized materials, CRM training, and value proposition messaging that enhanced client acquisition and retention.
- **Built synergy between marketing initiatives and sales needs**, ensuring consistent brand messaging and enabling loan officers to effectively communicate differentiated value to real estate partners.

Key Achievements (From Earlier Alpha Tenure - May 2019 to November 2020):

- Drove a 275% increase in inbound traffic and a 730% surge in internet lead generation within 90 days.
- Developed and launched a social media and video-enhanced lead generation system, generating \$40M in qualified opportunities within 30 days.
- Created and distributed a quarterly realtor-facing magazine, "Beyond Alpha," to enhance B2B relationships.

Guaranteed Rate | Chicago, IL

Vice President of Channel Marketing | November 2020 – November 2021

Led marketing strategy for Agent Advantage, the company's real estate agent partnership platform serving over 110,000 registered partners.

- **Scaled partner marketing program** supporting a 110K-agent network, increasing capture rates and deepening engagement through comprehensive educational initiatives.
- **Built a high-engagement community platform by** launching a private Facebook group that grew to over 2,000 members in 6 months, maintaining the brand's presence through specialized guides and coaching videos.
- **Managed strategic communications and events**, including media planning, print vendor coordination, tradeshow execution, and industry membership relationships

101 Mobility | Wilmington, NC

Marketing Director | April 2017 – November 2017

Led marketing transformation for \$50M+ international medical equipment franchise system. Directed a 5-person team supporting 65+ franchisees.

- **Delivered over \$250,000 in annualized savings** by strategically reducing external vendor dependence and optimizing internal marketing systems.
- **Overhauled PPC program managing over \$1M annual budget**, boosting exposure and conversion rates; contributed to a record \$5.3M in single-month sales.
- **Developed a comprehensive omnichannel strategy** covering email marketing, PPC, print, video, social media, and trade shows.

In Home Personal Services | Crystal Lake, IL

Marketing Director | March 2015 – February 2017 (*Promoted from Digital Marketing Manager after 5 months*)

Created marketing strategy for \$50M+ senior care agency and franchise network across Illinois, Texas, and Florida.

- **Led digital platform enhancements**, including website redesign, improved user experience, video content creation, and educational material development.
- **Managed a 10-person creative team** that created a comprehensive content library to enhance brand positioning and facilitate franchise network growth.
- **Oversaw market research and customer insights initiatives**, guiding strategic decisions and enhancing the client experience at all touchpoints.

Cartridge World | McHenry, IL

Digital Marketing Manager | January 2013 – August 2015

Transformed digital marketing strategy for one of the top 100 global franchises in the \$80B remanufactured ink/toner market with 1,600 worldwide locations.

- **Developed a comprehensive digital marketing plan**, including a social media strategy, a streamlined e-commerce experience, and local search optimization.
- **Launched innovative direct-to-consumer channels** integrating Google Shopping, Amazon FBA, and targeted PPC campaigns, boosting online sales and brand awareness.

SELECT PROJECTS & CONSULTING EXPERIENCE

Founded and operated a full-service digital marketing consultancy serving over 200 small and medium businesses across industries such as financial services, legal, real estate, senior care, and hospitality. Specializing in digital strategy, brand development, and performance marketing. Notable enterprise and specialized client projects include:

Brand Marketing Consultant | Unilever - Dove Brand

Designed and executed B2B landing page strategy and digital ad placement campaign for North American hotel industry expansion, supporting enterprise-level brand positioning and market penetration initiatives

E-Commerce Platform Migration Lead | Reeds Jewelers

Led Magento 2 platform upgrade and digital transformation for regional jewelry retailer, including brand strategy development for proprietary collections, improving site performance and customer experience across east coast markets

Brand Identity Development | Timeless Mortgage

Developed a comprehensive brand identity package for a new mortgage brokerage, including logo design, brand color palette, typography system, and visual identity guidelines; prepared the startup for market entry with a unified brand strategy aligned with target customer demographics.

WordPress Development Consultant | Wisconsin Center for Performance Excellence

Developed a comprehensive WordPress website for a non-profit organization focused on quality excellence supporting the Baldrige Award programs; implemented an event management system, member resources, and content architecture to enhance organizational engagement and educational outreach.

Content Platform Co-Founder | NotAnotherJob.com

Launched a digital media platform focused on financial independence and entrepreneurship content; implemented AI-powered content generation workflows, advanced SEO strategies, and affiliate marketing programs to drive organic traffic and revenue growth.

Published Author | Business & Personal Development

Authored *'Jumpstart Your Life: 101 Quick Lessons for Teens and Young Adults to Succeed, Grow, and Thrive'* (jumpstart101.com), demonstrating thought leadership in professional development and effective communication.

PROFESSIONAL SKILLS

Strategic Leadership & Team Development: Digital Transformation • Go-to-Market Strategy • Channel Marketing • Partner Marketing Programs • Marketing Operations • Budget Management (\$5M+) • Cross-Functional Collaboration • Building High-Performance Teams • Coaching & Mentorship • Vendor Management • Stakeholder Alignment • Change Management

Growth Marketing, Technical & Analytics: Lead Generation • Pipeline Development • Demand Generation • SEO/SEM • Content Marketing • Marketing Automation • Account-Based Marketing (ABM) • Conversion Rate Optimization (CRO) • Marketing Technology Stack • CMS Platforms (WordPress, Contentful, Magento) • CRM Systems (Salesforce, Pardot, HubSpot) • Analytics Platforms (Google Analytics 4, Google Ads) • SEO Tools (SEMrush, Ahrefs) • Design Systems (Figma, Adobe Creative Suite) • Web Design & Development

References and portfolio available upon request