

NAME **NICK MALLORY**

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TITLE marketing director & creative

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2012 to CURRENT

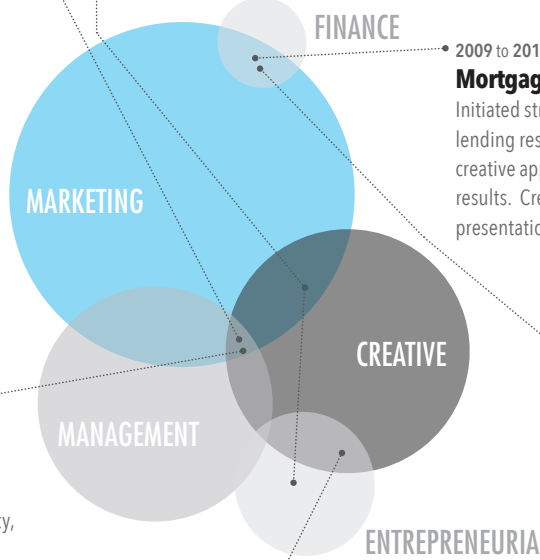
**Director of Marketing • Rogue Ales**

Currently oversee marketing efforts for a nationwide top-50 craft brewery. Along with managing 16 direct reports, I am responsible for driving content, strategy and tactics for new & existing products, Rogue Farms, Rolling Thunder Barrel Works, the Rogue Nation, and digital/social/PR/web communications. Project oversight and leadership includes product launches for Beard Beer, Rogue Farms Honey Kolsch, Sriracha Stout, and the Class of '88 Collaboration with Deschutes Brewery and North Coast Brewing. Additional responsibilities include Distributor and Retailer marketing, e-marketing, all consumer-facing leverage, and the updated development of Rogue.com.

2011 to 2013

**CoFounder/Creative Director • Stake**

In mid-2011 I started a creative/branding agency based in Portland, Ore., focused on creating dynamic brand experiences for small to medium-sized businesses through message-driven marketing. Our core competencies included brand strategy, brand identity, digital marketing, copywriting and spend allocation. As creative director I helped set our client's brand positioning including advertising, identity development, print collateral and strategy.



2009 to 2010

**Mortgage Advisor • NW Mortgage Advisors**

Initiated strong advisory relationships with clientele by offering lending resources that: enhanced service strategies, distinguished a creative approach and reinforced a commitment to delivering superior results. Created a niche through development of education-based presentations given to industry leaders across Oregon.

2006 to 2009

**Loan Officer • National City Mortgage**

Developed and cultivated a diverse and extensive residential real estate mortgage pipeline.

2010 to 2012

**Director of Marketing • Horizon Restoration**

Managed marketing and sales departments for the largest independently owned restoration company in Oregon. Managed a team of 10 direct reports to drive marketing campaigns, brand identity, and sales initiatives during a period of 20%+ company-wide growth, including allocation of the over-arching marketing budget. In early 2012 I led a marketing team in the launch of ServiceMaster Restoration by Horizon; an integration of the nationwide ServiceMaster franchise in four existing Horizon markets across the state.

2009 to 2011

**Freelance Marketing Strategist • nm Marketing + Strategy**

Collaborated with organizations to architect innovative brand experiences that drove powerful business results. Projects ran the gambit from small design-based consultations, to large multi-channel programs aimed at integrating the web and social media into an overall brand identity. Acted as a creative and logistical bridge between the client and end-developer while maintaining focus on the end-user experience.

**SKILLS AND EXPERTISE (areas)**



**MARKETING BUDGET**

**\$285,000**

Direct budget oversight while director of marketing at Horizon Restoration. Allocation earmarked for events, media spend, market outreach, philanthropy, print/digital collateral and strategy.

**FAVORITE PROGRAM**

**ADOBE INDESIGN**

Experience creating sales & marketing collateral, white papers, press releases, data sheets, packaging, case studies, presentations, brochures, infographics, e-mail templates, website mock-ups and more.

**LARGEST CAMPAIGN LAUNCH**

**BEARD BEER**

Launched nationwide in 2013 to select retailers and distributors. Campaign included social media channels, media and consumer PR, print, packaging and video.

**STATES AND COUNTRIES**

**50/42**

Worked closely with a nationwide and international sales team with distribution in all 50 states and 32 countries in developing market-specific & brand-specific campaigns on a per-product basis.

**# OF ROGUE FACEBOOK PAGES**

**TWENTY-TWO**

Experience leading teams that developed and executed a wide mix of digital strategies: web design, social media, video, e-mail, webinar and more.

**HIGHEST GROWTH PERCENTAGE**

**21%**

Year-over-year growth at both Horizon Restoration (20.8%; 2011) and Rogue Ales (20.2%; 2012) during tenure.

**BIGGEST MARKETING PILLAR**

**ROGUE FARMS**

Direct marketing oversight of the Rogue Farms; proprietary hop and barley farms in west and central Oregon. Marketing included 11 beers, pumpkins, hops, barley, bees, honey and jalapenos.

**BY THE NUMBERS**

Pages of Notes at Rogue	342
Longest Report (in pages)	79
Shoe Size	13.5
Longest Run (mi)	13.1
Longest Meeting Attended (hrs.)	7.25
Cups of Coffee Per Day	3
Daughters	2

**BUSINESSES CO-FOUNDED**

**ONE**

In 2011 I cofounded a branding/marketing/PR agency named Stake. I displayed proven project management skills; from creating campaign plans to driving strategy and managing resources.

**LARGEST FANBASE**

**213,410**

Size of the Rogue Nation; a comprehensive database of die-hard Rogue fans worldwide. I directed marketing plans, communications and programs for this far-reaching group.

**ALMA MATER**

**UNIVERSITY OF OREGON**

Graduated with a Bachelor of Science degree in Business Administration, major: Finance.

**MOST DIRECT REPORTS**

**SIXTEEN**

Size of the marketing department at Rogue Ales; 4 project managers, 3 entry-level assistants, 1 media director, 1 social media manager, 1 copywriter, a graphic designer and librarian.

**FAVORITE MARKETING ACTIVITY**

**CAMPAIGN STRATEGY**

Marketing leads at Rogue Ales, and the ability to quickly and effectively leverage every campaign to drive tangible brand results holds paramount. To this end I have proven skills in delivering superior deadline driven results with limited direction.

