

Nick Mendler

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KEY AREAS OF STRENGTH

- Website Optimization
- Team Building & Leadership
- Product Management
- E-Commerce
- Talent Management
- Project Budgeting
- User Experience & Design
- Project Management
- Data Analysis
- Resource Management
- Digital Marketing
- Branding

TECHNICAL PROFICIENCY

Adobe Creative Suite, Microsoft Office, WordPress, Google Marketing Platform, CMS development, HTML & CSS, JSON, JavaScript, Slack, Zoom, Jira, Basecamp, UX/UI Design, Google Analytics, Search Engine Optimization (SEO), Web & Mobile App Development, Hubspot, GSuite, Zapier, Social Media Marketing

CERTIFICATIONS

- Hubspot Inbound Marketing
- Hubspot Content Marketing
- Hubspot Email Marketing
- Hubspot Frictionless Sales
- Hubspot Inbound Sales
- Google Analytics

WORK EXPERIENCE

TEK Systems Senior Product Manager

(Contract) WOW! Cable

May 2019 – November 2019 - Denver, CO

While contracting for WOW! I was the product owner over the wowway.com redesign project and the end-to-end integration of live sales chat into the e-commerce buy flow.

- Owned the product life cycle stages of UX and Design during the wowway.com redesign
- Lead decision-maker and communicator over products for during daily and weekly standup meetings for internal and external teams locally and remotely.
- Launched live sales chat in the wowway.com buy flow which yielded a 10% increase in customer capture rates

Tom's Urban Restaurants Director of Marketing

December 2017 – April 2019 - Denver, CO

Directed all marketing programs and partnerships to help drive impactful sales across seven major restaurant units.

- Oversaw a complete menu relaunch that resulted in a 4% top-line revenue increase.
- Developed and curated revenue-driving partnerships with the LA Kings, Green Bay Packers, & LA Sparks
- Launched a new website which has yielded a 25% increase in web traffic

Influence Technologies Digital Project Manager

October 2015 – August 2017 - Denver, CO

Managed client projects, content development, resource allocation, planning, interactive marketing campaigns, promotions, and e-communications.

- Lead project manager and engagement specialist for Starbucks, Good Sam, and Ford Motor Company
- Managed end-to-end delivery of the Ford CSP interactive video experience
- Provided engagement and analysis for all client-related interactive video experiences

Vail Resorts Digital Marketing Manager

February 2014 – March 2015 - Broomfield, CO

Managed everything of a digital nature as it related to the Vail Resorts Retail division along with all external agency partners.

- Managed \$500K+ Digital Marketing budget for 40+ retail brands
- Rebuilt 27 Vail Resorts Retail websites and consolidated them into one CMS system
- Provided digital marketing strategy for retail e-commerce brands that produced 50% of sales revenue

Attune Digital Digital Project Manager

September 2012 – April 2014 - Scottsdale, AZ

Scoped, defined, managed, and led the implementation of digital/interactive projects from inception, throughout the development process and post-launch assessment, based on the project's business requirements.

- Developed triggered email campaigns for GolfLogix which resulted in a 15% in-app revenue increase
- Project lead on multi-million-dollar E-Commerce website launch for PGA TOUR Superstore in 2014
- Managed 15% of channel revenue for PGA TOUR Superstore website including PPC, Email, and SEO

PGA TOUR Experiences Digital Project Manager

June 2011 - September 2012 - Broomfield, CO

Ensured projects were effectively resourced and managed relationships with a wide range of groups, including all internal and external project contributors.

- Internal PM for multiple channels including PGA TOUR Experiences, PGA TOUR Club and TPC.com
- Managed Google PPC campaigns totaling \$225,000 per year and increase revenue by 12% in 2012
- Reported directly to the executive team all-digital marketing metrics and results

The Hoffman Agency Digital Marketing Manager

December 2010 - June 2011 - Jacksonville, FL

Managed large-scale digital marketing campaigns and development projects in a boutique agency setting.

- Constructed and managed a \$70,000+ quarterly marketing budget for UF & Shands Jacksonville Hospital
- Managed \$25,000+ PPC monthly marketing budget and showed a 5% increase in revenue for our clients
- Increased social media metrics for UF & Shands Jacksonville by 10% through multi-channel campaigns


PGA TOUR Experiences Digital Project Manager


May 2006 – December 2010 - Jacksonville, FL

Managed all digital projects including website enhancements, social media strategy, SEM (PPC and SEO), and large-scale web applications.

- Developed and delivered all newsletter campaigns to a 200,000+ email database
- Facilitates QA testing in partnership with an international QA team
- Lead 15 website launches through the entire creation cycle and post-launch enhancements

EDUCATION

University of North Florida  Bachelor of Science - Public Relations 2006 - Jacksonville, FL

The Founder Institute  Entrepreneurial Studies 2015 - Denver, CO