

Nick Eber

- **Date of birth:** May 27, 1981 • **Address:** 410 Dumbarton Road, Baltimore • **Phone number:** 443-841-4189
- **Email address:** nickeber@gmail.com • **LinkedIn:** www.linkedin.com/in/nickeber



Profile

With a curiosity that often gets me in trouble, I approach marketing with a fresh approach, committed to supporting brands to create narratives and activations that build community and drive connections in new ways. I've had the privilege of partnering with leading companies across many industries that were bold in their quest to meet their audience where they are and to take chances when the path was not always paved. To look beyond the established footprint and drive solutions that answer the demands of consumers, culture, and evolving technology. My entrepreneurial spirit has allowed me to transform legacy and challenger brands in evocative ways – driving impact beyond just standard results that create new benchmarks of success. All while understanding that the ecosystem of a brand requires deep partnership and compromise. Evolve or die.

I'm an experienced business leader who has extensive fiduciary, operational, and change management experience, but more importantly, I'm an empathetic and accountable leader who understands that nurturing both hard and soft skills creates the strongest working environments. I believe in the power of a team and have harnessed it throughout my career to develop a culture of belonging, respect, and growth. I'm motivated by breaking through and the success of others. After 20 years at imre, I stepped away to pursue a new challenge.



Work Experience

12/2019 – 12/2023
Baltimore, MD

Executive Vice President-Senior Vice President imre

Executive Leadership Term

- Led the Consumer business – ~25% of agency revenue; clients included John Deere, STIHL, NFL, Travelers, Bausch + Lomb, T. Rowe Price, Grant Thornton, Dickies, INFINITI, Airstream
- Clients ranged in size from \$3MM in annual fees to \$500K
- Grew from 3.9MM in 2003 when I started, to a record \$50MM in 2023
- Helped with sale to RLH Equity Partners in October 2021

10/2016 – 12/2019

Vice President imre

Expanded Leadership Responsibilities

- Played a key role in the integration of our second acquisition, JMPR, in October 2018 to expand our client base and scale
- Led a small team in developing a refreshed positioning for the Consumer business, working with a professor of psychology from New York University (We Make Believers), which was eventually adopted by the agency as a whole and played a critical role in the agency's growth trajectory, helping us land on AdWeek's Fastest Growing Global Agencies multiple years in a row
- Pursued, pitched, and won new business with Citi, McCormick, Reckitt, Werner Ladder, CRAFTSMAN, NBA G League, MyEyeDr., BREZTRI, Penn Mutual, and Armstrong, among others
- Built and buried a time capsule to celebrate a 75-year partnership, debuted the John Deere and PING excavator putter, and took a John Deere combine to Vegas for CES to tell a global 'feeding the world' story

01/2012 – 10/2016

Director, Account and Strategic Planning-Account Manager imre

Big Transitions

- Responsible for the agency's largest clients, including standing up global social media programs for Fortune 100 companies
- Initiated the first strategy role across the agency, working with all clients to deepen relationships and widen the scope of the partnership with new services

Work Experience

- Led all agency marketing initiatives, including a new brand positioning, identity, website, and all marketing vehicles, including a content showcase website
- Created the agency's thought leadership program for the primary verticals at the time, including a blog for each and social media handles

06/2003 – 12/2011
Washington, D.C./Baltimore

Senior Account Executive-Associate Account Executive **imre**

The Early Years

- Developed early marketing disciplines, including earned media, marcomm, and collaboration with creative services as the agency expanded services beyond PR
- Shifted focus to digital marketing activities when imre acquired MDV in 2007
- Further developed a generalist skill set in becoming the first full-time social media employee in what would become the biggest growth driver for the agency
- Was part of teams that successfully launched brands, new technologies, and product lines, which included event coordination, PR, media planning, web, digital, and big-box coordination
- Supported agency rebranding and marketing initiatives

06/2002 – 08/2002
Baltimore, MD

Intern **imre**

Supported teams at an integrated communications firm by writing press releases, updating and maintaining media lists, creating press kits, and communicating with clients.

- Assisted in the planning and execution of promotional events and media relations for the inaugural Cadillac Grand Prix of Washington, D.C.

Education

09/1999 – 06/2003
Athens

Marketing | B.A. **Ohio University**

An active member of Phi Gamma Nu (now Phi Chi Theta), the business fraternity

Skills

