

# Nick Eber

- **Date of birth:** May 27, 1981 ● **Address:** 1121 Summerwind Lane, Seabrook Island, SC 29455
- **Phone number:** 443-841-4189 ● **Email address:** nickeber@gmail.com
- **LinkedIn:** [www.linkedin.com/in/nickeber](https://www.linkedin.com/in/nickeber)

## **Profile**

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With a curiosity that often gets me into trouble, I approach marketing with a fresh perspective, committed to helping brands 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 enabled me to transform legacy and challenger brands in evocative ways – driving impact beyond standard results, creating new benchmarks of success. All while understanding that a brand's ecosystem requires deep partnership, compromise, and constant iteration.

I'm an experienced business leader with extensive fiduciary, operational, and change-management experience. 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. After 20 years at imre, which started as an internship, I had accomplished everything I wanted. I stepped away to pursue a new challenge. Wild Behavior!

## **Work Experience**

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01/2024 – present

### **Chief of Solutions**

#### **Wild Behavior**

Principal; consultant; life support

As a consultant, I build custom solutions to solve problems. Because there's no one-size-fits-all answer, even if someone on LinkedIn tries to sell you that. I'm a community-based brand builder whose success is rooted in value exchange, creative solutions, and pushing boundaries to drive business and brand growth.

I bring a balance of strategy and creativity, with a side of craziness, ensuring every client walks away with an ownable story, a scalable brand system, and a clear roadmap to growth, as well as experimental marketing ideas to shake things up because it's required.

08/2024 – present

### **Board member**

#### **Friars Golf Foundation**

The Friars Golf Foundation's mission is to expand golf's reach and impact, with a primary focus on increasing access to golf for young people. The Foundation pursues this mission by curating opportunities for charitable work and fundraising by members of the Friars community and Friars Young Professionals.

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



## Work Experience

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- 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
- 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.



## Volunteering

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09/2025 – present  
Charleston

### **YAC**

#### **First Tee Greater Charleston**

Launched in 2013, YAC is a network of 200+ professionals dedicated to keeping kids on course. Members are engaged in addressing issues of critical importance to First Tee programs and contribute significantly to the growth and development of the organization through fundraising, advocacy, and volunteer efforts.



## Education

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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

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Brand strategy

Brand identity

Brand image and  
reputation management

Digital and earned  
marketing

Content development  
and distribution

Sponsorship/brand  
activation

Business development

Team builder/partner

