

nick payne

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📍 Remote / New Orleans

TRANSPARENT LEADERSHIP
ENGINEERING CURIOSITY
DATA-DRIVEN APPROACHES
OPERATIONS EFFICIENCIES
ANALYTICAL OPTIMIZATION
INTEGRATED COLLABORATION
AMPLIFYING SUPERPOWERS

EXECUTIVE LEADERSHIP

MARKETING STRATEGY

DIGITAL EXPERTISE

RESEARCH & DATA

Certifications:

🏆 **Google Analytics** ID: 79727534
🏆 **Mobile Experience** ID: 80160225
🏆 **Google Ads Search** ID: 79666926

A digital-first marketing strategy executive wired to build brands, drive growth, and engineer compelling creative engagement.



LEADERSHIP

Chief Marketing Officer

Orion Development Partners: New Orleans, 2024 – present

Branded, launched, built, and grew Orion and subsidiary B2B/B2C start-ups: \$60M+
Developed cross-platform digital marketing strategies focused on consumer LTV
Designed all assets, corporate architecture, and equity firm pitch presentations
Built go-to-market strategies across companies with core vertical success maps
Leveraged AI for multi-touch marketing automations, content creation, and implementation
Implemented all digital tools: Cloudflare DNS, Google Workspace, MailChimp, Zapier, Meta, HouseCall Pro CRM, Cloudways Servers, Google Analytics/Ads + Search/Cloud Consoles

Senior Vice President, Client Services

The Spears Group: New Orleans, 2021 – 2024

Managed a cross-functional team of 15+FTEs including VPs over all departments: \$3M+
Implemented new agency processes (Workamajig), review metrics, and financial evaluations
Directed all client marketing strategies, research, media, creative design, and presentations
Built and executed user experience focused, integrated marketing plans for all clients
Enhanced client/agency relationships serving as the most senior, client-facing executive
Leveraged real-time data analytics to optimize campaign trends and improve conversions

Director, Client Strategy

Advance Local at Headline Studio: New York City (remote), 2020 – 2021

Led Fortune 100/500 clients, creative, and content development for Headline: \$10M+
Directed B2E multi-platform marketing, UX, and content strategies for Walmart
Built data-based, targeted, digital B2B customer acquisition campaigns for Staples
Drove multi-product CPG growth with audience curated digital campaigns for Reily Foods

Client Development Manager

Zehnder Communications: Nashville/New Orleans, 2013 – 2020

Sr. Marketing and Operations Supervisor

Churchill Downs at Fair Grounds Race Course & Slots: New Orleans, 2011 – 2013

Project Manager

Peter A. Mayer Advertising: New Orleans, 2007 – 2011

EXPERTISE

Engineering fearless, targeted business and marketing strategies
Creating authentic, insightful creative built research and audience understanding
Leveraging technology to better understand consumer behaviors
Fostering team environments that embrace innovation and enhance the creative process

ENDORSEMENTS

Certifications for: Google Analytics, Mobile Experience, Google Ads Search: 2018-present
Guest Lecturer, Loyola University New Orleans: 2015-present
Advertising Person of the Year: 2014
Board of Directors, AAF District 7: 2013-2019
Board of Directors, President (2015), AAF New Orleans: 2008-2019

EDUCATION

B.A. in Advertising, The University of Southern Mississippi
Minors in Marketing and Spanish
Advanced Language Program: Enforex Institute, Madrid, Spain

BRAND EXPERIENCE

