

nick payne

✉ nick@meltedmarketing.com
☎ (601) 209 - 2890
🌐 meltedmarketing.com
📍 USA / Remote

TEAM LEADERSHIP & GROWTH
ACCOUNT MANAGEMENT
STRATEGIES & CAMPAIGNS
DIGITAL CONTENT & SEO
PROJECT MANAGEMENT
WEBSITE DESIGN & DEVELOPMENT
RESEARCH & ANALYTICS
PRESENTATION DESIGN & LAYOUT

INTERNAL/EXTERNAL COMMS

MARKETING STRATEGIES

RELATIONSHIP BUILDING

CREATIVE DIRECTION

Marketing expert with extensive experience specializing in digital-first strategies, creative storytelling, and data-driven marketing to help brands amplify growth and engagement.



Melted Marketing

Founder and CEO, January 2024 – present

Melted Marketing is my full-service marketing consultancy specializing in tailored digital strategies that drive measurable results for businesses of all sizes. Leveraging my extensive big-brand experience, I bring high-level expertise to small- to medium-sized businesses, helping them compete effectively in their markets. From SEO and paid media management to social media strategy, email marketing, and website development, I deliver custom solutions designed to meet each client's unique goals and market dynamics. With a focus on collaboration and innovation, my goal is to help brands amplify their presence, engage their audiences, and achieve incremental growth through data-driven marketing and creative storytelling.

18 YEARS AGENCY AND IN-HOUSE EXPERIENCE

EXCELLENT COMMUNICATION AND PRESENTATION SKILLS

MANAGED TEAMS OF 15+

PRESENTATIONS AND BUSINESS DEVELOPMENT

CREATIVE AT HEART

EXPERIENCE

Chief Marketing Officer
SVP, Client Services
Director, Client Strategy
Business Development Manager
Account Supervisor
Sr. Marketing Operations Supervisor
Project Manager
Copywriter and Content Manager
Social Media Manager
Digital Paid Media Manager

TOOLS

Adobe Creative Suite
Slack and Teams
Figma
Mailchimp and Constant Contact
Google Ads, Analytics, and Looker Studio
Cloudways Hosting and Cloudflare DNS
WordPress, Shopify, and WooCommerce
Keynote and PowerPoint
Workamajig, Asana, and Salesforce
Meta and LinkedIn Business Suites

EDUCATION

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

