

NICK ROMAN

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646.812.8149

Highlights

- Implemented first OOH digital network in US
- Designed iconic Times Square digital billboard
- Received Vidyard Business Finalist Awards
- Led brand refreshes through 4 mergers

Academics

NYCCT, CUNY
B.A. of Technology in Communication Design
Valedictorian candidate, NSCS
Continued Studies
New York University, School of Visual Arts

Additional Clients

City University of New York
Daily News
HarperCollins Publishing
Mall of America
SkyBounce
Shock Coffee
Dream Dance Fitness
Pledgecents
Donovans Cellar
WallSports Network
CDs, DPs, Producers

Nick has played a key role in the global management and development of Confirmi's digital marketing strategy. His innovation, strategic thinking and dedication have led to the creation of industry-leading marketing campaigns, operational efficiencies and optimized processes. His technical acumen combined with his "whatever-it-takes" attitude has resulted in consistent year-on-year growth.
Michael Wooh, CMO, Confirmi

I have a long list of things you've done to elevate our brand. You've really brought us to the next level. You're a godsend.
Duke Perrucci, CEO, Gurobi

I am a creative leader with a proven track record of combining technology, storytelling and design to develop emotive brand experiences. With over 20 years of industry experience and 5 years of consulting, I have launched powerful brand narratives, delivered high-impact marketing campaigns and increased brand equity across multiple industries. More importantly, I love what I do and pay it forward by fostering a culture of collaboration, education and passion with the teams that I lead.



DIRECTOR OF CREATIVE SERVICES | GUROBI, '21-PRESENT

Nurturing partnerships with cross-functional leaders to implement a brand operations strategy across key prospect, customer and employee touchpoints

Developing the customer experience (CX) and market research (MR) programs with multi-touch surveys, dynamic dashboards, and feedback loop processes across the entire customer journey

Creating targeted, data-driven, omni-channel campaigns harnessing cutting-edge technology to pioneer novel experiences including augmented reality at live events, generative AI across marketing campaigns and video broadcaster strategies within remote conferences

Managing teams to deliver a refreshed corporate brand (identity, positioning, narrative), new websites with modular content, new corporate communication channels, sales enablement tools, high-quality video (customer interviews, explainers, promos), and experiential content optimized for multiple personas



SENIOR CREATIVE DIRECTOR | FORSTA, '09-'21

Previous: Creative Director, Creative Media Manager

Managed a digital team that played a key role in achieving the company's highest performing demand gen program in its history

Built a mentorship program for team's engagement, knowledge sharing, collaboration and career growth

Managed parts of the marketing tech stack, creative and demand generation programs including SEO, SEM, website, brand and content development

Crafted creative storytelling solutions while leveraging modern technologies like real-time personalization, augmented reality, contentAI and predictive analytics

Crafted global award-winning campaigns that consistently contributed to over 60% in new revenue every year (custom attribution via Bizable/Marketo Engage)



INTERACTIVE WEB DESIGNER | HARPERCOLLINS PUBLISHING, '08-'09

Designed and developed social communities, microsites and sweepstakes for corporate brands and respective products

Designed and developed promotional material for popular book series including: Flat Stanley, Princess Diaries, Tess's Tree, and Pretty Little Liars



ASST. PRINT PRODUCTION DIRECTOR | BLUE OCEAN WORLDWIDE, '07-'08

Developed new out-of-home (OOH) products in key markets

Cultivated relationships with key clients to nurture and grow accounts



ASST. DIRECTOR OF DESIGN & DEVELOPMENT | CBS OUTDOOR, '05-'07

Created new advertising products by redesigning existing solutions with new techniques and technologies

Designed immersive experiences to increase the value of traditional out of home products

Developed key sales enablement content for capturing national markets with energetic 3D visualizations, video montages, motion graphics and toolkits

1.



THE DESIGN
OF ICONIC NY
TIMES SQUARE
BILLBOARD

2.

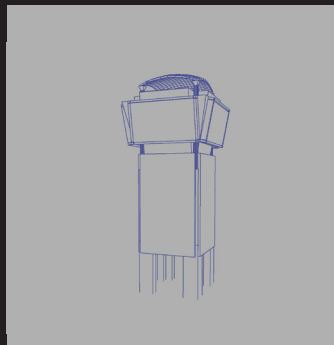


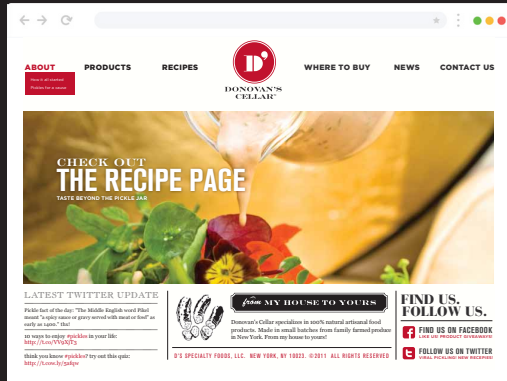
CREATION OF
INNOVATIVE
ADVERTISING
PRODUCTS

3.



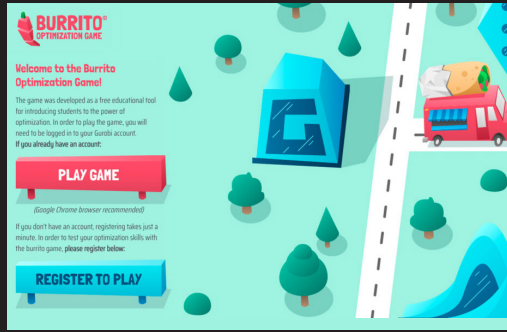
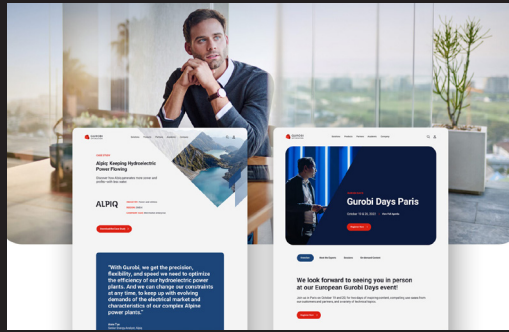
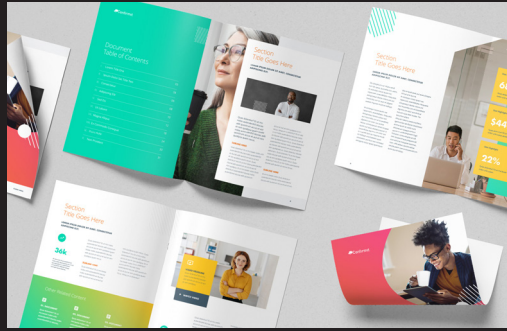
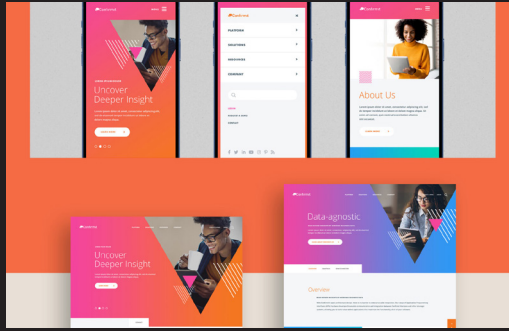
CREATION OF
VISUALIZATION,
DESIGN
SYSTEM &
BRANDING
FOR AD
NETWORKS





MARKETING & BRAND MGMT





STORYTELLING
WITH
EXPERIENTIAL
CONTENT



FINN

-DING BRILLIANCE WITH
NICKROMAN