

# NICK THIELE

MARKETING PROFESSIONAL

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View professional portfolio at  
[www.nickthiele.com](http://www.nickthiele.com)

## Summary

I am a marketing professional with more than 10 years experience in business management and ownership. I have managed global teams of advertising and marketing professionals to provide the highest quality, lowest cost marketing services for small businesses.

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## Experience

### **Premier Weddings Franchise**

2014-present

Founder

Premier Weddings Franchise is a startup wedding magazine and advertising franchise that is quickly expanding throughout the US. It is currently in 8 major US markets, with plans to reach 50 markets within the next three years.

- Developed a unique business model utilizing virtual technology to promote businesses and increase exposure
- Created the franchise concept, including the development of franchise disclosures and agreements, franchise promotion, training, and support
- Built sales teams in Texas and Utah to manage corporate-owned franchises.
- Build and maintain affiliate networks of wedding professionals in our franchise markets to promote internal products and services, including those of affiliate companies we work with

### **QuickCode Services**

2010-2015

Founder & Managing Partner

QuickCode Services provided advertising and marketing services for the medical, restaurant, real estate, and wedding industries.

- Implemented a consultative marketing approach to help internal employees execute various marketing strategies
- Web design and development, hosting, and maintenance
- Graphic design - print and digital marketing
- SEO and PPC services for wedding venues
- Launched a national real estate marketing program called Realty Guard, which is currently run through Premier Weddings Franchise

***Break in Professional Experience to Pursue MBA at Texas A&M***

**Cenetron Diagnostics**

2006-2007

Clinical Trials Project Manager

Cenetron is a clinical trials laboratory providing patented lab tests for clinical trials conducted globally.

- Directed planning, scheduling, and implementation of appropriate specimen handling and reporting procedures throughout nine phase II and III clinical trials with all projects successfully maintained during period of 400% growth
- Managed data for 2000 patients and 175 medical facilities globally by monitoring government and laboratory regulations for all clinical practices and passed all clinical and government audits
- Educated clinical staff in Latin American countries on preparation for and compliance with all government and trial-specific regulations
- Accounted for invoicing more than \$3 million annually to global pharmaceutical companies

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*Education***Texas A&M University**

December 2009

MBA, Marketing Emphasis

**Brigham Young University**

August 2005

BA, Public Relations

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*Skills*

**Saving Businesses Money.** Because I have owned my own businesses, I am acutely aware of how to increase the bottom line by working not only hard, but smart.

**Increasing Productivity.** As a small business consultant, the greatest service I ever provided was educating business owners why they didn't need my services! The key to productivity is organization and training, and it creates a win-win for everyone.

**Positive, Team-Oriented Leader.** Working by yourself is easiest, but working in teams should be most effective. I believe in building up teams, creating a positive atmosphere that promotes creative thinking, and that motivates people to work hard for the well being of the whole.

Visit [www.NickThiele.com](http://www.NickThiele.com) to see samples of my work!