

NICK THIELE

BUSINESS PROFESSIONAL

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View professional portfolio at
www.nickthiele.com

Summary

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

Experience

Premier Weddings Magazine

2014-present

Founder

Premier Weddings is a startup wedding magazine that has expanded to 17 major US markets. We expect to reach 50 markets within the next three years through a unique licensing model intended to grow our magazine brand, as well as introduce new products and services on a national level.

- Developed a unique business concept using a virtual technology that we pioneered to connect couples and wedding vendors in a more modern and effective way.
- Manage sales and support teams that oversee all operations of the business, including creative processes, ad sales, and printing and distribution.
- Build and maintain affiliate networks of wedding professionals and licensees to promote supplementary products and services.

QuickCode Services

2010-2015

Founder & Managing Partner

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

- Web design and development, hosting, and maintenance
- Graphic design - print and digital marketing
- SEO services to get clients to page 1 of Google searches
- PPC management to optimize advertising budgets and get the most exposure for the lowest cost
- 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

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

December 2009

MBA, Marketing Emphasis

Brigham Young University

August 2005

BA, Public Relations

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 to see samples of my work!