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**NICHOLAS J. TALBOT**

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**PROFILE**

Experienced channel and digital marketing director with 13+ years of elevating brand awareness and growth. A Hubspot certified expert at inbound marketing strategies who has created successful brand awareness, including +20% in email conversion, +13% in annual website visitors, and a sales conversion rate increase of 1% from .002%. Looking for an opportunity that uses my comprehensive knowledge and experience in online and offline marketing as well as my ability to motivate and lead a team to reach strategic goals and KPI's.

**PROFESSIONAL EXPERIENCE**

**Rust-Oleum Corporation**

Chicago, Illinois

*Rust-Oleum Corporation is the leading manufacturer in protective paints and coatings for home and industrial use. It is well known in the industry for Stops Rust and 2X aerosol spray paint sold through Hardware and Home Improvement stores as well Industrial Choice and High Performance coatings sold through Industrial Customers. Other notable and innovative products include Varathane Stains, Zinsser Primers, NeverWet Water Repellent, Wipe New, Factor 4 Product, Krud Kutter, Mean Green and Concrobiom cleaners.*

*Senior Trade Marketing Manager*

October 2018 – Present

- Lead a collaborative and cohesive marketing team for the Industrial, Hardware and Paint Channels. Provide key communication elements to the sales team and distribution partners as it relates to programs and promotions, new products, literature and merchandising.
- Own strategic account planning and execution of channel marketing programs from development to execution at retail in collaboration with sales, category management and brand marketing teams. Ensure that programs are innovative and differentiated from competitors in the marketplace to demand and product adoption for the Rust-Oleum brands.
- Determine and manage efforts to evaluate effectiveness and profitability of programs. Distill broad concepts and business strategies into structured program marketing plans.
- Provide thought leadership for promotional planning in collaboration with the Go-to-Market strategy and outlined product strategy. Ensure programs grow market segment share, increase dollar/volume share, and make gains in brand awareness/consideration, while maintaining parity across all channels of distribution.

**Gold Eagle Company**

Chicago, Illinois

**5 Years 1 Month**

*Gold Eagle Co is the leading manufacturer in the automotive aftermarket, with known industry products like STA-BIL and HEET. More recently, the company has evolved beyond the engine and manufactures and sells appearance chemicals for automotive and marine as well as in-home cleaning products.*

*Director of Digital Marketing*

July 2016 – September 2018

- Led an 8-member, digital and customer support team focusing on eCommerce, eMarketing and inbound customer support initiatives, technology investments and product/project management.
- Oversaw digital transformation and set vision for SEO, SEM, Social Media and Email Strategies. Strategy drove +13% in annual website visitors and achieved a +20% increase in email open rate and click thru. Returned a positive ROI via paid media and social.
- Led and managed the creation of ecommerce (B2C) website, which grew average consumer buying conversion from .002% to 1%.
- Streamlined call back/waiting times from 24 hours to 1 hour by implementing Zendesk service tool, staggering support hours and adding after hours call center.

- Oversaw the successful onboarding of newly acquired, TriNova, a \$6M dollar brand. Motivated and organized the 5 main divisions with management responsibilities.
- Member of the Executive Coordinating Leadership Team, a small working group who determined strategic direction for the company.

*Director of Channel Marketing*

September 2013 – July 2016

- Created first comprehensive channel marketing division for the organization, including developing 4-person team and implementing best practices for distribution across retail, Omni and eCommerce channels.
- Developed and executed channel marketing plans, boosting revenue plans by 7% YoY while growing market share (NPD) by 3% and maintaining profit margin and a \$1.5M budget.
- Generated \$3.5M revenue in new distribution for appearance line across Amazon and Advance Auto.
- Developed, managed and executed integrated programs and campaigns from conception to creative development, using customer insights, marketing touch points to maximize ROI and align with strategy.
- Presented to internal and external constituents as well as provided training and preparation to senior leadership for key client meetings.
- Awarded the 2014 Leadership Award for creation and successful expansion of channel marketing division.

**Robert Bosch Tool Corporation**

Chicago, Illinois

**9 Years 8 Months**

*The Robert Bosch Tool Corporation is composed of industry-leading brands, including Bosch, Dremel, CST Berger, Rotozip and Vermont American. Renowned for innovation, versatility, ease of use, durability and performance, Bosch tools are sold through tool specialists, hardware stores, mass merchants, and home improvement centers.*

*National Sales Manager*

January 2013 – September 2013

- Produced revenue in excess of \$35M, exceeding quarterly goals by 20%, which led to 100% YoY increase with new product distribution inside The Home Depot.
- Provided strategic direction to sales project management teams and 156 outside sales representatives.
- Managed cross-functional teams in development of product road maps, product mix, life cycle management, POG's, KPI's and analysis.
- Developed and presented long-term and short-term product and promotion solutions to inside C-level stakeholders, Channel, Brand and Product Marketing teams to build transparency.
- Cultivated long term partnerships via joint business planning meetings with Merchants, Regional Merchants, Regional Vice-presidents and District Managers for the Home Depot.

*Channel Marketing Manager*

August 2008 –December 2012

- Managed cross-functional teams to build business brand preferences through price management, value, product tie-ins and cooperative advertising strategies.
- Built a \$50M revenue stream from \$32M while managing a budget through the development and use of sales materials, merchandising systems, collateral materials and product support tools, leading to an +50% growth in less than 3 years.
- Developed and sustained brand marketing communication to national sales representatives on product information, programs, events and all other brand initiatives.
- Created and executed field events, trade shows and development of the annual business plan.
- Named 2010 Channel Marketing Manager of the Year.

*National Account Business Development Manager*

March 2008-August 2008

- Developed and executed presentations for national accounts.
- Coordinated all sales meetings and product lines reviews.

- Collaborated with national account executives on all national account presentations.
- Provided weekly sales tracking for all key categories.

*National Account Coordinator*

September 2006-March 2008

- Developed and executed sales and promotional programs in conjunction with channel, brand product teams.
- Supported business operations for national account executives including budget management and vendor relationships.
- Coordinated sales meetings, events and key client presentations.

*Southeast Sales Representative*

January 2005-September 2006

- Created demand and brand awareness via in-store promotional activities.
- Trained store personnel and end-users.
- Established preferred-brand relationship and developed strong user contact during promotions.
- Provided ongoing market data and competitive updates.

**EDUCATION**

**Loyola University Chicago**, Quinlan School of Business

Master of Business Administration / International Business, 2013

**University of Missouri**

Bachelor of Science in Business Administration/Marketing, 2002

**CERTIFICATIONS**

Hubspot Academy - Inbound Certified

Google Certifications - Adword Certified – Expected completion Q3 2018