

Nathaniel J. Marshall

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OBJECTIVE: To join an organization as a skilled media producer, captivating storyteller, designated problem solver, and an inspirational leader skilled in all facets of your business - marketing, design & creative, business strategy, operations, and business development.

PROFESSIONAL EXPERIENCE:

Director of Media Production; January 2023 – Present

ROMATAC Digital Media Engineers – *Columbus, Ohio*

- Designed and built digital media production company from scratch, supplying all initial investment, marketing, and business development resources entirely through my own experience and proven instincts.
- As Director of Media Production I work to exceed client expectations without breaking the bank. I ensure client stories are produced in a captivating way while keeping projects both on time and on budget.
- Became a fully capable multimedia service provider in less than 3 months with over 100k in guaranteed, yearly retainer income won before start of Q2, 2023.

Assistant General Manager; September 2022 – January 2023

Zettler Hardware and Garden - *Powell, Ohio*

- Managed and motivated a team of 12 individuals to achieve daily sales goals while also enabling them to highlight their individual talents to put the right person in the right department. Through focused team building and talent development, turnover was practically eliminated while department sales increased by 9-32% in less than 3 months.
- Built trusted & mutually beneficial relationships with local contractors as Director of Plumbing, Heating & Cooling, and Lighting departments.
- Acted as in-house marketing and creative lead.
 - Designed & executed unique point of purchase displays to align with monthly product features, sales strategies, and seasonal objectives.
 - Designed and implemented print, digital, and video marketing materials on regular basis aligned with leadership's objectives and direction.

General Manager; July 2018 – September 2022

Straders Garden Centers - *Columbus, Ohio*

- Built and maintained an incredibly effective team of 8-15 dedicated individuals who utilized consistent customer service strategies and creative content marketing techniques to build profitable relationships and drive sales.
- Increased annual sales revenue from <\$800K in 2018 to over \$2.8M in 2021.
- Relocated to struggling retail location to turn business profitable, reduce employee turnover, and grow market share after success in first store. Earned company reputation as a "fixer" after effectively managing rapid store transformation over the course of a single year.
 - Designed and conducted immediate team restructuring
 - Effectively re-designed store with the goal to maximize customer experience
 - Developed extensive project proposals, presented and fought for their approval, and led entire construction management process while consistently beating deadlines while finishing entire project 28% under budget.
 - Designed and led all required retail restructuring projects including a complete sales floor overhaul along with bathroom, employee break room, and workspace remodeling.
 - Designed and led nursery expansions, water line system expansions, and built outdoor pottery showroom.
 - Rebuilt trusted relationships with suppliers and logistics handlers.
 - Rebuilt a strong community reputation by designing and implementing creative media marketing strategies.
 - Utilized social media platforms to inform customers and drive interaction through engaging, relevant, staff generated content.
 - Tools included community outreach platforms such as Nextdoor, Yelp, and Facebook while utilizing media hosting platforms such as Instagram, Tiktok, and YouTube to drive consumer engagement.
 - Created store generated newsletter *The West Broad Tribune* to inform customers and staff of upcoming sales, need to know information, and team member spotlights.

Team Leader, Licensed Radon Mitigation Contractor; September 2015 – May 2018

Radon Be Gone - *Westerville, Ohio*

- Led multiple teams of licensed contractors to complete over 1,500 residential mitigations and over 40 commercial mitigations including 2 complete property vapor seal mitigations in a little under 3 years.
- Delivering outstanding results while consistently ensuring compliance with all local and state regulations, training over a dozen teammates to do the same, making our company one of the most highly rated mitigation firms in the state.

- A result driven mitigator. Focus was never to simply meet the state requirements, but to exceed all expectations ensuring the best data driven results as well as the best visual appeal for each project's unique circumstance.

Commercial Sales Director; May 2014 – September 2015

Advance Auto Parts - *Columbus, Ohio*

- Rebuilt commercial sales department from the ground up by re-establishing trust and exceeding expectations of both clients and team members alike.
 - Rebounded sales within expected range within the first month of taking position
 - In less than 5 months, department became one of the highest performing teams in the district
 - Team began being consistently featured in company's "Movers and Shakers" publication after 6 weeks
- Mentored & taught account managers how to learn our client's unique needs while streamlining our delivery process
- Overcame immense challenges through hands on and personal approach with both employees and clients alike
- Transformed commercial sales team from one of the lowest performing locations in the district to consistently breaking the department's weekly sales goals so that corporate leadership expanded the department.

Creative Director, Founder, Co-Owner; November 2009 – April 2014

Nvision Performance Solutions - *Columbus, Ohio*

- Founded a multimedia production company focused on providing unique content marketing media solutions to help equip companies to better navigate new environments and tackle unique challenges.
- Oversaw 5 full-time employees while utilizing a network of dozens of contractors enabling us to compile an all-star roster to accomplish a client's unique goals and to exceed their expectations in every engagement.
 - Specialized in ushering in unconventional solutions to solve complex problems.
 - Provided content marketing solutions to a variety of clients in the financial, legal, and educational fields.
 - Clients of note include Squire Patton Boggs, Peoples Bank Corp, Gateway Health Plan, WV Department of Education, Ohio University College of Business, Rev1Ventures, The Innovation Center at Ohio University, Donato's Pizza, Members Hotel Network, Integrated Management Services – NYC, and many more.
 - Utilized natural ability to apply unique team capabilities to achieve a variety of complex results for a wide array of outstanding clients.
- After 4 successful years of serving clients across the country, NPS was acquired by NR Media Group in Columbus, Ohio marking a very profitable exit for our founders while ensuring the current staff transitioned into high performing positions under the new brand.

EDUCATION:

Bachelor of Business Administration, September 2008 – June 2012

Ohio University - *Athens, Ohio*

Major: Marketing

Minor: Philosophy, Professional Sales Certificate

The Ralph and Luci Schey Sales Centre, September 2008 – June 2012

Admitted into a top- ranked professional sales program that focuses on real world sales training through highly relevant professional education seminars, a 28-hour academic curriculum, and a required 300-hour internship.

- Awarded *Schey Scholarship for Excellence in Leadership and Innovation*, June 2012
- Elected Media Director of the Ralph and Luci Schey Sales Centre, June 2010- June 2012
- Elected Director of Interactive Media Committee, June 2009- June 2010

LEADERSHIP HIGHLIGHTS & ACHIEVEMENTS:

- Lead Director and Co-Founder of *Let It Grow*; a recovery-based community gardening initiative, March 2020- Present
- Weber Alliance Certified Sales Leader & Brand Ambassador, January 2020
- Certified *Eggspert* Sales Representative, Big Green Egg, April 2019
- Licensed Radon Mitigation Specialist- State of Ohio, Class of 2016
- Certified Youth Mentor - Renegade Ministries, January 2014- September 2017
- Featured in Aspiring Entrepreneur Spotlight Series by *Columbus Business First*, June 2013
- Awarded *Schey Scholarship for Excellence in Leadership and Innovation*, June 2012
- Awarded the Schey Sales Centre's *More Than Kapleable* Award, 2011
- Co-founded *CreMedia Productions* in Athens, Ohio; a student owned and operated multimedia production company functioning to this day, 2010- 2012
- Awarded the Schey Sales Centre's *Starr Award for Personal Excellence*, Spring Quarter 2010
- Elected member of Candidate Advisory Council for the Ralph and Luci Schey Sales Centre, 2009- 2012
- Eagle Scout of Boy Scout Troop 259, Class of 2008

REFERENCES:

Available upon request