

NIKKI RIEMEN

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Creative Marketer | Inclusive Leader | Data-Driven Strategist

ABOUT

Passionate about creating a better world for people and the planet by leveraging 9+ years of experience in marketing strategy, brand management, digital optimization, product storytelling, and 5+ years of experience managing and inspiring teams. Expertise in building data-driven strategies and proven results in optimizing paid, earned, and owned marketing channels with an audience mindset.

EXPERTISE

Skills: Marketing and Communications Strategy | Digital Optimization | Brand Growth | Go-To-Market Positioning | Market Research

Certifications: Google Analytics | Google Ads Search | SEMRush SEO Toolkit | HubSpot Content Marketing | HubSpot Social Media

EXPERIENCE

Shaw Industries – Leading Flooring Manufacturer | Berkshire Hathaway Subsidiary Dalton, GA
Director of Consumer Growth Marketing June 2021 – Present

- Transforming the consumer flooring experience with an acquisition and retention strategy to build awareness and demand
- Managing \$5M paid media budget across non-linear TV, search, social, and display with a projected return on ad spend of 370%
- Optimizing the conversion funnel, leading A/B tests, and refining target segments with a cross-functional internal team and agency partner
- Experimenting with new brand partnerships, influencing go-to-market strategies, and driving personalized content with data-driven insights

Senior Marketing Manager June 2020 – June 2021

- Spearheaded a digital-first marketing strategy to support \$1B B2B builder multifamily segment to reach numerous audiences
- Led a team of graphic designers, marketing managers, content specialists, and interns while fostering career growth, curiosity, and creativity
- Managed a digital agency to improve website UX and UI through customer segmentation and user insights to drive qualified leads

Marketing Manager August 2018 – June 2020

- Supported largest B2B2C flooring category with an omnichannel marketing strategy, \$1.5M budget, and launched 1st digital retail touchpoint
- Managed an agency to launch new Floorigami brand online at Home Depot, Lowes, and Wayfair that resulted in \$175K sales in 6 months
- Developed go-to-market plans, strategic communications, digital and printed content, and social media for 6 product collections

Textron Utility – Electric Utility Equipment and Power Tool Manufacturer | Textron Subsidiary Chattanooga, TN
Marketing Manager June 2017 – August 2018

- Developed a streamlined marketing plan to support 3 brands, optimized budget to be 70% digital, and successfully entered a new market
- Managed a multi-site team of 3 to foster collaboration and growth across newly acquired brands and marketing functions
- Led a digital transformation that resulted in a 65% increase in email CTR, 53% decrease in bounce rate, and 42% increase in social following

Cessna & Beechcraft – Leading Private Aviation Manufacturer | Textron Subsidiary Wichita, KS
Media and PR Manager November 2015 – June 2017

- Managed a media outreach strategy for trade, lifestyle, and local media that resulted in an average read rate of 30% with each news release
- Advised leadership on media strategies, curated executive speeches, and led press briefings for 10 domestic and international trade shows

Associate Product Marketing Manager June 2014 – November 2015

- Implemented marketing strategies for 4 categories and managed 10 products through a rebranding initiative with an ad agency
- Generated over \$9M in potential sales from qualified leads through a multi-channel product campaign

EDUCATION

Executive Programs

Northwestern Kellogg School of Management | **Professional Certificate in Digital Marketing** 2021 – 2022

Vanderbilt Owen Graduate School of Management | **Strategic Innovation | Finance and Accounting** 2018

Undergraduate Degree

Miami University | Oxford, OH | Bachelor of Science in Business | **Marketing Major | Sustainability Minor** 2010 – 2014

Miami University John E. Dolibois European Center | Differdange, Luxembourg | **Sustainability in Europe Focus** 2012

VOLUNTEER

United Way Emerging Leaders | Leadership Committee | Chattanooga, TN 2022 – Present

- New to the leadership committee and organizing 70+ volunteers within Shaw Industries for ongoing volunteer opportunities

McKamey Animal Center | Foster Volunteer | Chattanooga, TN 2018 – Present

- Ongoing foster to animals in need while supporting the local foster community

St. Jude Hero | Race Fundraiser | Knoxville, TN 2019 – 2021

- Raised over \$4K for St. Jude through building individual and local business relationships

Junior Achievement | High School Personal Finance Volunteer Teacher | Chattanooga, TN 2017 – 2018

- Taught personal finance and mentored 11th grade East Ridge high school students

Wichita Clean Streams | Community Events Volunteer | Wichita, KS 2014 – 2017

- Implemented water quality improvement projects for the Arkansas River and planned events that raised over \$10K each year

Green Oxford Student Environmental Organization | Vice President of Public Relations | Oxford, OH 2011 – 2014

- Organized faculty, students, and businesses to promote the environmental mission and grew event attendance