

I DON'T JUST EXECUTE MARKETING, I REDESIGN HOW BUSINESSES GROW.

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EXECUTIVE GROWTH LEADER | BRAND STRATEGIST
CUSTOMER EXPERIENCE DESIGN | DIGITAL TRANSFORMATION

EXECUTIVE PROFILE

Executive growth leader with more than 20 years of experience leading business transformation through brand strategy, customer experience, digital modernization, AI implementation, and operational excellence.

Rather than treating marketing, technology, and operations as separate functions, I align them into connected business systems that improve performance, strengthen market position, and create memorable customer experiences.

CORE EXPERTISE

Leadership

- Executive Leadership
- Cross Functional Leadership
- Stakeholder Management
- Operational Excellence

Growth

- Business Development
- Revenue Growth
- Marketing Strategy
- Digital Transformation

Customer

- Customer Experience
- UX Strategy
- Journey Design
- StoryBrand
- Customer Psychology

Technology

- AI Strategy
- Website Strategy
- SEO
- Google Ads
- Analytics
- Innovation

PROFESSIONAL EXPERIENCE

Chief Executive Officer & Marketing Director **The Splatter Studio | 2021 – Present**

Lead business strategy, customer experience, digital transformation, marketing, and operational growth for a multi-location experiential entertainment company.

Selected Achievements

- Direct company-wide strategy across brand, customer experience, operations, technology, and growth initiatives.
- Lead end-to-end redevelopment of the company website, improving discoverability, customer experience, and booking conversion while creating a scalable digital platform.
- Build an integrated growth ecosystem connecting SEO, paid media, analytics, content strategy, automation, and customer experience.
- Implement AI workflows that streamlined research, planning, documentation, content production, and executive decision support.
- Partner with executive leadership to modernize business systems, improve operational performance, and execute strategic initiatives.
- Analyze customer behavior and business performance data to guide executive planning and long-term growth decisions.
- Drive strategic partnerships and revenue initiatives supporting organizational growth.

Founder & Business Consultant **Independent Consulting | 2009 – 2021**

Partnered with organizations to strengthen positioning, improve customer experience, clarify messaging, and develop strategic growth initiatives.

Selected Achievements

- Guided organizations through business strategy, brand positioning, and customer experience transformation.
- Developed StoryBrand messaging frameworks that strengthened market positioning and increased customer engagement.
- Planned website architecture, user experience improvements, and digital growth strategies aligned with long term business objectives.
- Advised leadership teams on branding, customer psychology, organizational growth, and digital transformation initiatives.
- Helped launch new businesses, reposition existing organizations, and create scalable marketing systems supporting measurable growth.

East Coast Sales Manager **iFLOOR | 2004 – 2009**

Managed regional sales operations across multiple states while developing strategic client relationships, improving operational performance, and mentoring high performing sales professionals.

Highlights

- Led multi state sales operations while consistently exceeding revenue goals.
- Built long term client partnerships through consultative selling and relationship management.
- Worked closely with executive leadership to improve customer satisfaction and operational performance.
- Recruited, trained, and mentored sales professionals in consultative sales and business development.

EXECUTIVE TECHNOLOGY ECOSYSTEM

Artificial Intelligence

ChatGPT - Claude -Lovable - Perplexity - AI Workflow Design - AI Research - Prompt Engineering - Automation Strategy

Marketing & Analytics

Google Ads - Google Analytics (GA4) - Google Business Profile - SEO - AEO - Growth Marketing - Email Marketing-Conversion Optimization - Content Strategy

Brand & Customer Experience

Customer Journey Mapping - StoryBrand Framework - Brand Positioning - Customer Psychology - Experience Design - UX Strategy -Website Strategy

Creative & Business Tools

Adobe Creative Suite - Canva - CapCut - Motion - Google Workspace - Microsoft Office - Content Management Systems - Project Management Platforms

LEADERSHIP PHILOSOPHY

Business growth begins with people.

The strongest organizations are built by connecting customer psychology, brand strategy, technology, operational excellence, and exceptional experiences into one integrated business system. Technology should amplify creativity, accelerate execution, and support strategic thinking. It does not replace it.

PROFESSIONAL DEVELOPMENT

Twenty years of executive leadership supported by continuous professional development in business strategy, customer psychology, digital transformation, artificial intelligence, branding, and organizational growth.