

Nate Darling

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EXECUTIVE SUMMARY

Marketing leader with 10+ years of experience leading marketing strategy and execution across multi-brand organizations. Background spans executive in-house leadership and agency roles with expertise in digital, brand, and integrated marketing. Led marketing across an eight-brand portfolio, driving revenue growth through cross-functional leadership and strategic marketing initiatives.

CORE COMPETENCIES

Go-to-Market Strategy | Content Marketing | Product Marketing | Brand Strategy & Positioning | Digital & Performance Marketing | Marketing Analytics & ROI | CRM & Lifecycle Marketing | Email Marketing | Customer Acquisition & Retention | Omnichannel & Integrated Marketing | Paid Media Strategy | SEO | Cross-Functional Leadership | Budget & P&L Management | Public Relations | Demand Generation

PROFESSIONAL EXPERIENCE

ETHOS HOSPITALITY GROUP — CLEVELAND, OH
CHIEF MARKETING OFFICER — MAY 2025 – JUNE 2026

Led marketing strategy and performance across an eight-brand hospitality portfolio, overseeing digital, brand, and customer lifecycle initiatives. Owned the marketing function end-to-end, including team leadership, campaign execution, and cross-brand alignment. Led a seven-person corporate marketing team and partnered with operations to align marketing with revenue growth and customer experience. Drove multi-channel growth, operational efficiency, and brand consistency across all locations.

- Increased review sourcing by 186% in six months through automation initiatives, driving measurable improvements in Google Business Profile scores across the eight-brand portfolio
- Led six product rollouts in under 12 months, expanding higher-margin menu offerings targeting a premium, high-net-worth customer base
- Developed a corporate wellness program targeting decision-makers and working professionals across key Greater Cleveland and Columbus markets
- Supported two comprehensive website updates that resulted in a 50% increase in web traffic
- Launched Ethos Champion Series CSR initiative resulting in \$15k in new Q1 LTO revenue

FIRELANDS SCIENTIFIC — WESTLAKE, OH
MARKETING DIRECTOR — SEPT 2023 – DEC 2024

Led integrated marketing strategy across a multi-state cannabis operator, overseeing paid media, content, SEO, and retail marketing across 10 locations. Owned channel strategy, budget allocation, vendor management, and performance across all marketing initiatives, aligning efforts with revenue and growth objectives. Directed cross-functional execution across digital and retail environments while optimizing campaigns, media mix, and brand positioning to drive measurable business outcomes.

- Marketing-influenced revenue accounted for approximately 26% of total company revenue while managing a three-person team and improving SKU-level visibility and sales enablement
- Achieved 8x ROAS across digital campaigns in extremely restricted advertising market
- Secured 40+ earned media placements and developed large, engaged journalist network
- Launched in-house HEIR brand driving 11% of company revenue within the first week of launch
- Oversaw SEO website overhaul improving organic search ranking from 8th to 1st position

REDEMPTION — LANSING, MI
MARKETING DIRECTOR — NOV 2021 – SEPT 2023

Led marketing during a high-growth startup phase, partnering with leadership to scale the business and expand into new markets. Built the internal marketing function and led brand, digital, and content strategy. Focused on go-to-market execution and audience growth while managing in-house team.

- Helped scale company from a \$50K startup to a \$13M valuation alongside the CEO through integrated product marketing, field marketing initiatives, and strategic retail partnerships
- Led go-to-market strategy for three in-house brands, expanding the in-house product portfolio while enabling sales account executives to penetrate new markets and drive revenue growth
- Led 10 product rollouts in under two years, strengthening market positioning across Michigan
- Managed multi-channel content ecosystem, built internal marketing team and led charity foundation partner campaigns generating \$60K+ in fundraising
- Developed, launched, and maintained company podcast growing the show to 150+ episodes

BELLWETHER PUBLIC RELATIONS — LANSING, MI
ACCOUNT EXECUTIVE — MAY 2020 – NOV 2021

Managed integrated campaigns across digital, PR, and content marketing for multiple clients. Oversaw campaign execution, media strategy, and performance reporting. Balanced multiple accounts while delivering consistent results.

- Managed 5–6 client accounts simultaneously while overseeing \$200K in annual ad spend
- Supported five brand launches during launch of Michigan's new recreational cannabis market
- Brought new billable photography, videography, and podcast capabilities to 5+ agency clients

FOSTER SWIFT COLLINS & SMITH PC — LANSING, MI
DIGITAL MARKETING TECHNOLOGIST — APRIL 2019 – MARCH 2020

Promoted to lead digital marketing strategy, content, and analytics across the firm's web and social presence. Managed website operations, campaign execution, and performance reporting while aligning digital initiatives with broader firm goals.

- Developed educational video campaigns for six practice groups while reducing outside creative vendor costs by approximately 80%, enabling weekly video deployment
- Launched estate law practice group podcast targeting current and future clients
- Managed and developed two marketing interns, increasing content output by 25%

FOSTER SWIFT COLLINS & SMITH PC — LANSING, MI
DIGITAL COMMUNICATIONS COORDINATOR — JULY 2017 – APRIL 2019

Supported execution of digital marketing and communications initiatives across website, social, and content channels. Assisted with content updates, campaign support, and stakeholder coordination while building foundational experience in analytics, SEO, and content production.

- Managed website updates and day-to-day social media execution across firm channels
- Led CSR initiatives targeting high-conversion prospects across key Michigan markets
- Brought photography and videography production in-house, generating approximately \$15K in annual cost savings for law firm

TECH STACK

Salesforce | HubSpot | Marketing Automation | Google Analytics 4 (GA4) | Google Ads | Meta Ads Manager | LinkedIn Campaign Manager | Power BI | SEMrush | WordPress | Shopify | Mailchimp | Adobe Creative Suite | ChatGPT | Asana | Monday.com | Sprout Social | Hootsuite | Cision | Meltwater

EDUCATION: MICHIGAN STATE UNIVERSITY | B.A. ADVERTISING + PUBLIC RELATIONS