

# Jack Nicholas Thomas

## Director of Marketing

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### Professional Summary

Self-motivated director of social media and brand marketing with 20+ years of experience in sales, marketing, in different industries such as automotive, industrial, and also cannabis. With a history in driving business transformation, my goal is to grow brands by leveraging new technologies. As a cross-functional team leader, I continue to utilize resources and maximum profits through digital advertising, paid ads, and innovative marketing campaigns.

### Professional Experience:

#### **Vaporous Technologies Torrance, CA** *Director of Marketing & Social Media* April 2023 - October 2024

- Developed and executed marketing strategies, and forecasting, to exceed marketing targets.
- Established key distributor relationships and crafted trade show marketing plans to enhance market presence.
- Managed P&L, overseeing budgeting, category management, and strategic planning to drive business growth.
- Led new product launches from concept to market, achieving key milestones and revenue goals.
- Head of social media, SEO, geo-targeting, content creation, email marketing campaigns, PPC campaigns, and keyword research.
- Created and managed targeted digital marketing strategies to enhance brand visibility and reach, including paid and organic growth initiatives.
- Authored all website blogs, leveraging product knowledge, keyword optimization, tutorials, and SEO best practices.
- Analyzed market trends and consumer insights, shaping innovative sales, retail, and marketing strategies.
- Collaborated with internal teams to ensure seamless execution of marketing programs and identified opportunities for business growth.
- Delivered regular performance updates to leadership, using data-driven insights to guide decision-making.
- Acted as a brand steward, aligning product and marketing strategies with brand values and consumer expectations.

**R1 Concepts Inc, Performance Brake Parts Cerritos, CA Director of Social Media & Branding** November 2015 – April 2023

- Overseeing cross collaborations with Media, Marketing, Lifestyle, Creative, and Influencer Marketing Departments, totaling 250 employees within the department segment
- Researching new market and evolving trends on social media to curate online activity that is relevant and engaging, increasing product visibility and overall market performance
- Analyzing online performance and digital analytics on Tableau, while tracking successful trends, to identify fresh KPIs and areas to develop new effective campaigns
- Managing five cross-functional teams to generate over 500+ pieces of image content and organic social, publishing a Facebook and Instagram content calendar to keep audience engaged
- Utilizing Asana to run an agile team, strategizing new media campaigns and promotional materials
- Developed new innovative marketing strategies to utilize 6 social media platforms, increasing online audience from 0 to over 350,000
- Running Search Engine Marketing (SEM) Campaigns to boost digital brand presence online and in-store
- Maintaining a yearly budget of \$200,000 to conduct paid search ads on Google Ads, increasing conversion rate and revenue by 21%
- Optimizing Search Engine Optimization (SEO) on website to redirect traffic to social media platforms

**R1 Concepts Inc, Performance Brake Parts Cerritos, CA Sales & Marketing Specialist** November 2013 – November 2015

- Led B2B account relationships, managing client transactions to sell the product to 200+ wholesalers
- Developed new reporting structure for KPIs, analyzing important calendar events and their impacts to clearly understand in which marketing initiatives to move forward with
- Worked closely with clients to understand their needs, building relationships to increase repeat clients by 27% and acquire 47 new clients
- Identified new target customer profiles, enhancing client acquisition efficiency within wider demographic
- Pitched product to over 850+ organizations, presenting merchandise through product presentations, convention booths, and cold call sales tactics
- Boosted sales by enhancing product representation and advertising collateral on billboards in Los Angeles

**AER Technologies Brea, CA Product Specialist – Sales/Marketing/Tech Support** September 2012 – August 2014

- Represented 800+ accounts between GM and Ford dealerships nationwide, regarding Remanufacturing OEM instrument clusters, navigations, and radios
- Spearheaded market development and prospecting existing/new customers for AER on the automotive independent service center division, ultimately honored as a top sales representative in the department
- Supervised call center business, ensuring representatives take care of any major issues or concerns
- Walked customers through the sales process, pricing, availability, credit, and other support matters
- Processed advanced reman exchanges for all warranty, non-warranty, and outright purchases where no core is available such as vehicle upgrades, crash, fire, theft, or physical damage

**Mechanical Drives & Belting Los Angeles, CA** *Inside & Online Sales Marketing Manager* January 2007 – September 2012

- Managed Inside sales team and all companies top 10 accounts
- Conducting all procurement and centralized buying for clients
- Obtained more beneficial margins from vendors, and performed proactive procurement, increasing company's profitability by 20%-year end over year
- Negotiated with vendors to ensure company profitability
- Directed all consignment billing, transfers, and inventory control for all sales and online clients

**Mechanical Drives & Belting Los Angeles, CA** *Inside Sales Specialist* January 2005 – January 2007

- Answered 50-60 customer calls daily regarding order entry, request for quotes, accounts receivable, and other customer service issues
- Managed relationships with distributor customers of industrial supplies such as conveyor belting, AC/DC motors, speed reducers, bearings, brakes, clutches, chains, and rotating unions
- Coordinated job site and client visits to perform troubleshooting for specification of client orders

## **Education**

**Cerritos College Cerritos, CA** *Computer Networking and Business Management Certificate Program* May 2003

**ITT Technical Institute West Covina, CA** *Electronics/Mechanical Engineering Technology Certificate Program* May 2001

## **Additional Information & Skills**

**Computer Skills:** Intuit, Epicor, Salesforce, Tableau, HubSpot, Asana Project Management, Quickbooks, Quicken, Databox, MySQL, Google Drive, Google Analytics, Google Marketing Platform, Microsoft Office (Dynamics AX, SQL, Word, Excel, PowerPoint) **Social Media Marketing Skills:** Iconosquare, Loomly, Sprout Social, Hootsuite, GRIN, Later.com **Design Skills:** Adobe (Lightroom, Photoshop), ChatGPT

**Sales & Marketing Skills:** Social Media Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Paid Ads, Lead Generation, SMS Marketing, KPI Tracking

## **Licenses & Certifications**

### **Social Media Marketing**

*HubSpot Academy*

*Credential ID 715607f54c2a422eaa5e03e0214c3abf*

### **Digital Marketing**

*HubSpot Academy*

*Credential ID d5899553c89e4e53973e0973076faa55*

### **SEO**

*HubSpot Academy*

*Credential ID 504c1197561340738beb412d444d03b3*

### **Content Marketing**

*HubSpot Academy*

*Credential ID 64682d1cff0c46739757fbf2b5875ea3*