

NICOLE SUMMERLIN

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GROWTH MARKETING & GTM STRATEGY LEADER

Strategic marketing leader with 10+ years of experience driving pipeline growth, product marketing, go-to-market strategy, and digital transformation across B2B technology, infrastructure, manufacturing, e-commerce, luxury real estate, and consumer industries.

Experienced in building scalable marketing systems, leading integrated GTM initiatives, optimizing marketing operations, and translating complex products and business objectives into measurable business growth. Blend of strategic leadership, technical marketing, analytics, and creative brand positioning with deep experience across demand generation, lifecycle marketing, CRM systems, and revenue-focused campaign execution.

CORE COMPETENCIES

Growth Marketing • Demand Generation • Go-to-Market (GTM) Strategy • Product Marketing & Positioning • Revenue Pipeline Growth • Funnel Optimization • Customer Journey Strategy • Marketing Operations • CRM Systems • Lifecycle Marketing • Lead Nurturing • Integrated Multi-Channel Campaigns • Marketing Analytics • KPI Reporting • Sales Enablement • Distributor Marketing • SEO, PPC & Digital Growth Strategy • Cross-Functional Leadership • Team Development

TECHNOLOGY

NetSuite • GA4 • Looker Studio • Google Ads • WordPress • Adobe Creative Suite • Canva • SEMrush • HubSpot • Mailchimp • ClickUp • Monday.com • Basecamp • Tableau • Power BI • Shopify • Meta Ads Manager • LinkedIn Ads • Sprout Social • Hootsuite • Figma • CRM Systems • Microsoft Office Suite • Google Workspace

PROFESSIONAL EXPERIENCE

Director of Marketing

Radarsign | Kennesaw, GA | 2024 – 2026

- Built and scaled the company's marketing department, establishing KPI reporting systems, attribution processes, campaign operations, and integrated growth initiatives supporting nationwide business expansion.
- Directed integrated multi-channel campaigns across SEO, PPC, lifecycle marketing, email marketing, website strategy, PR, distributor marketing, webinars, trade shows, social media, and sales enablement initiatives.
- Led integrated GTM launch for Solar LED Stop Sign product generating 80+ quote requests in 3 weeks, and 80% lead-to-customer conversion.
- Directed CrossCommand™ RRFB launch generating 60+ quote requests, \$350K+ influenced pipeline, increased distributor adoption, and 118K+ landing page visits.
- Developed and launched Sourcewell procurement marketing strategy generating 40+ qualified leads, 21 new customer accounts, and 3 major customer wins within two weeks of launch.
- Increased website sessions 36% YoY, active users 47% YoY, and engaged sessions 29% YoY through integrated digital growth, SEO optimization, and campaign strategy initiatives.
- Increased marketing lead volume 26% QoQ and prospect conversions 43% QoQ through funnel optimization, attribution improvements, and campaign refinement strategies.
- Built reporting dashboards and attribution systems used directly by executive leadership to support campaign optimization, strategic planning, and business decision-making.
- Presented pipeline insights, marketing performance reporting, GTM strategy, and growth recommendations directly to executive leadership and ownership teams.
- Managed annual marketing budgets exceeding \$180K while overseeing media buying, paid advertising, software procurement, sponsorships, partnerships, agencies, contractors, and trade show strategy.
- Implemented AI-supported workflows for campaign ideation, SEO optimization, reporting, content generation, automation, and operational process acceleration.

Luxury Marketing Manager

Harry Norman, REALTORS® | Atlanta, GA | 2021 – 2024

- Led integrated marketing and growth initiatives for one of Atlanta's premier luxury real estate brokerages supporting more than 1,000 agents across 17 regional office locations.
- Directed multi-channel campaigns across digital advertising, email marketing, social media, PR, luxury events, print media, partnerships, and experiential marketing initiatives.
- Managed marketing strategy and positioning for luxury property campaigns, agent branding, recruitment initiatives, and brokerage-wide business growth efforts targeting affluent buyers and sellers.
- Modernized CRM workflows, campaign operations, and marketing systems to improve attribution visibility, operational consistency, and overall marketing performance.
- Led company-wide marketing and branding training initiatives supporting agent development, recruitment efforts, and regional office growth.
- Managed annual marketing budgets exceeding \$120K while overseeing agency relationships, media investments, PR initiatives, partnerships, and event marketing execution.
- Collaborated cross-functionally with brokers, agents, leadership, operations, technology teams, vendors, agencies, and third-party partners to support company growth objectives.

Marketing Manager

Cano Group, Inc dba Eurotard Dancewear | Atlanta, GA | 2013 – 2020

- Built and led the company's first dedicated marketing department, transforming marketing into a core growth function supporting both B2B wholesale and B2C ecommerce business initiatives.
- Directed customer acquisition and product marketing initiatives supporting more than 1,000 retail stores nationwide and 100+ international distribution partners.
- Led website strategy, product positioning, campaign development, and search optimization initiatives designed to improve online visibility, customer engagement, and ecommerce growth.
- Managed annual marketing budgets of approximately \$60K across advertising, media, partnerships, PR, and promotional initiatives.

PROFESSIONAL AWARDS AND INDUSTRY RECOGNITION

- Led Georgia Made® Certification Initiative — Radarsign, 2025
- GBJ's Best in Manufacturing – Radarsign, 2026
- GovCIO's Top Radar Speed Sign Solutions – Radarsign, 2026
- Atlanta Business Chronicle — Cause Marketer of the Year, 2024
- Luxury Portfolio International's LPI Marketing and Consumer Materials Award – Harry Norman, REALTORS®, 2024
- Oversaw Award-Recognized Brokerage Website Development — Harry Norman, REALTORS®, 2022
- Advertising Excellence Award — Eurotard Dancewear, 2017

EDUCATION

Master of Science (M.S.), Marketing & Brand Management

Georgia State University, 2017

Bachelor of Fine Arts (B.F.A.)

Valdosta State University, 2013