




# NICK GRANT

 Onsite or Remote Ready

 (978) 270-1459

 [nickgrant@gmail.com](mailto:nickgrant@gmail.com)

 [linkedin.com/in/nickegrant](https://www.linkedin.com/in/nickegrant)

## AREAS OF EXPERTISE

- Digital Agency Leadership
- Operational Oversight
- Project Management
- Digital Branding & Solutions
- Enhanced User Experiences
- Team Leadership
- Strategic Direction
- Digital Asset Management
- Creative Services
- Custom Website Development
- Web, Mobile & Digital Strategy
- Digital Marketing
- Sustainable Business Growth
- Culture Development
- Client Relations
- Process Optimization

## EDUCATION

### Graphic Design

Art Institute of Boston, Boston, MA

### Graphic Design

University of York, York, England

## PROFESSIONAL CERTIFICATE

### Community Emergency Response Team (CERT)

November 2014

### PMP IS/IT Master

Certification, Villanova

University

December 2006

## PROFESSIONAL SUMMARY

Entrepreneurial and growth-oriented digital agency executive with 22 years of experience delivering trend-forward, enterprise-level creative and digital solutions to businesses of all sizes. Collaborative leader with demonstrated history of leveraging project management, problem solving, and analytical skills to help brands achieve sustained growth and aggressive business goals—from small businesses to Fortune 500s. Passionate about fostering a cohesive and synergistic work culture that thrives through relationship-building and cross-departmental unity. Successes include growing Imarc into a \$8.5M powerhouse agency with 65 employees across three geographic markets, designing a 15,000-square-foot headquarter facility, all the while contributing to various local charities with both monetary support and hands-on participation. Business acumen, successful client efforts, and building an inspiring digital agency led to more than 185 industry awards and designation as one of the “Top Five Firms” by the Boston Business Journal.

## PROFESSIONAL EXPERIENCE

### EXECUTIVE DIRECTOR

COACT AGENCY / 2023 – PRESENT

Responsible for overseeing the agency to maintain high creativity, quality, and service standards to maximize growth and ensure top brands have an elevated experience. Also responsible for designing processes and programs across budgeting, staffing, execution, strategy, production, and employee engagement.

- Provide insights and data on staffing levels, headcount targets, and capacity allocation. Align with the leadership, finance, recruiting, and central planning team on staffing forecasts and make critical decisions in approval processes
- Produce key organization programming, including all-hands, educational events, and team recognition
- Understand team engagement to generate new initiatives to further and empower the team
- Champion a cohesive team environment for executive staff by running staff meetings and leadership off-sites and aligning with operational leads in their domains
- Manage financial budget allocation and prioritization (third-party vendor, employee expense, infrastructure)
- Serve as the primary point of contact for partners in Finance, HR, Recruiting, and Communications
- Serve as an operations liaison to help recruit, hire, and onboard team members while maintaining relationships with staffing vendors



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## SOFTWARE AND PLATFORMS

- Adobe Creative Cloud
- Digital Asset Managers
- Social Platforms
- Active Collab
- Slack
- Jira
- HTML/CSS
- Content Management Systems
- iWork Applications
- Google Workplace
- Microsoft Office Suite

## AWARDS

- 2 MITX
- 7 Inc. 5000s Fastest Growing Company
- 2 Inc. 5000 Best Place to Work
- 3 Clutch.co awards
- Webby Nominee
- 15 Hermes Awards
- 20 COMM Awards
- 11 Muse Awards
- 5 W3 Awards
- 100% Glassdoor CEO Approval Rating
- Top 5 Digital Agencies in New England (Boston Business Journal)

## PROFESSIONAL EXPERIENCE (Cont'd)

### MANAGING PARTNER, DIRECTOR OF OPERATIONS

*Imarc | 2014 – 2021*

Responsible for the strategic direction, day-to-day business operations, and design oversight for a premier digital agency revered for conceptualizing smart and creative solutions for forward-thinking brands across a multitude of industries. Grew the company from 15 to 65 employees, increased annual revenue from \$2.8M to \$8.5M, expanded to two additional locations, and designed a 15,000 square-foot headquarter facility to foster a productive and inspiring work culture.

- Developed creative digital solutions to address client business, marketing, and UX needs alongside a capable team of engineers, designers, writers, strategists, and marketing experts
- Collaborated with internal teams to develop best-in-class websites, digital applications, digital asset management tools, user experiences, out-of-home advertising (OOH), videos, and highlight reels for clients
- Created a company culture handbook aimed at sustaining inspiration, innovation, independence, and teamwork across the organization
- Facilitated weekly meetings with senior management to establish business, project, and staff development strategies and goals
- Entrusted with P&L development management and execution

### VICE PRESIDENT – DIRECTOR OF DIGITAL OPERATIONS

*Imarc | 2013–2014*

- Designed and executed annual strategic development plans, which continually evaluated progress and implemented strategies to further strengthen processes and employee skillsets
- Directed the creative, UX, engineering, and marketing teams, working with directors to ensure teams remained on the forefront of best practices as well as technology and marketing trends

### DIRECTOR OF DEVELOPMENT, DIGITAL PROJECT MANAGER

*Imarc | 2008 – 2013*

- Collaborated with senior leadership and directors to align the company's overall strategic vision across teams
- Managed new client projects valued at \$100k - \$2M, using Agile and Waterfall methodology
- Expanded company offerings, created operational efficiencies, and maximized employee talents based on individual areas of expertise
- Created timelines and project plans and held teams accountable to both

### DIGITAL PROJECT MANAGER


*Imarc | 1999 – 2008*

- Led project organization, serving as clients' primary point of contact and managing their accounts to ensure the highest level of customer service
- Provided oversight of production schedules, resourcing, and budgets
- Ensured projects were executed effectively, strategically, and creatively, providing continuous guidance and oversight to teams
- Developed project briefs and liaised with external clients and vendors
- Led day-to-day client communications around delivery processes and activity, and built trusted relationships with clients in the process



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## GUITARS

- 3 Gibson Les Paul's
- Gibson Flying V
- 2 Fender Telecasters
- Gretsch 6120
- 5 Assorted Acoustics
- Baum Leaper Tone
- Dipinto Los Straightjackets


### Amplifiers

- 3 Fenders
- Frenzel AC20
- Marshall Custom Pinup (Greta)

### Pedals

- Dozens (mainly overdrives)











## SOCIAL

 [instagram.com/nickgrant](https://www.instagram.com/nickgrant)

## CHARITABLE WORK

- **Anna Jaques Hospital:** Purchased and served dinner for 350 hospital workers during the height of the COVID-19 crisis using a premier local restaurant to help prepare the food
- **Amesbury Carriage Museum:** Consulted and delivered on marketing and brand design for a newly rehabilitated museum that highlights local historic artifacts
- **Our Neighbors' Table:** Member of the Spoon Platoon for providing countless hours of work to the most successful food assistance program North of Boston
- **Habitat for Humanity:** Organized and gathered a team of 20 to help build houses for neighboring communities
- **Beach Clean Up:** Organized a team of 15 to clean up trash and debris on local area beaches
- **Annual Donations:** No Kid Hungry, World Central Kitchen, Koala Come Back, Our Neighbors' Table

## HOBBIES

-  Playing Guitars
-  Traveling
-  Snowboarding and Winter Hiking
-  Shooting Photography and Post-Production work
-  Drawing and Graphic Design
-  Interior Design
-  Cooking and Grilling
-  Road Touring on Vintage Motorcycles
-  Collecting Artwork and Books
-  Chainsawing and Chopping Wood

## AREAS OF INTEREST

- Vintage Amplifiers, Fixing Guitars, and Pedals
- Technology Innovation and Evolution
- Music – Everything from Sinatra to Slayer and from Coltrane to J Cole
- Fashion and Footwear
- Usability and Good Functionality
- Sustainable Architecture
- Photography
- Hand Built Items
- Analog Sound



**Available Start Time:**

2-3 weeks

**Onsite or Remote:**

Onsite or Remote ready

**References Upon Request:**

Personal & Professional

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Thank you for your consideration