

CHRISTIAN NOLE

Brand | Marketing | Strategy

DETAILS

ADDRESS

Nashville, TN

PHONE

716-909-1631

EMAIL

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SKILLS

Brand Marketing

Positioning & Messaging

Market Research

Creative Direction

Brand Storytelling

Digital, Programmatic Marketing

Customer Relationship Management

Social Media Management

Content Marketing

Event Production & Management

PROFILE

Experienced marketing leader with over 14 years of expertise in developing and executing impactful brand and product marketing strategies across advertising, healthcare, manufacturing and more. Skills include brand marketing, research, positioning, and go-to-market planning, driving significant growth and brand visibility. Proven abilities in leading high-performing teams and fostering strategic partnerships that contribute to revenue growth and brand loyalty. Committed to delivering exceptional results through innovation, creativity and effective marketing strategy.

EMPLOYMENT HISTORY

Director, Product Marketing, Brookdale Senior Living Nashville, TN

Sep 2024 — Present

Experienced team leader with a strong background in brand marketing strategies, focusing on driving growth and brand awareness in the healthcare space.

- Developed and executed go to market strategies for select product segments, leading to increased conversions, reduced resident attrition and a 320 basis point gain in overall occupancy.
- Created company's first customer loyalty program, earning brand affinity among new and existing residents, while growing referral conversions by 14%.
- Led key strategic partnerships and affiliate marketing initiatives to open new lead sources and new revenue streams for the organization.
- Oversaw market research initiatives to inform positioning and messaging for targeted campaigns.

Sr. Brand Manager, Brookdale Senior Living Nashville, TN

Aug 2018 — Sep 2024

As Sr. Brand Manager, I successfully drove the development, implementation and education of Brookdale's new brand positioning; including new customer personas, brand messaging, and creative identity. In this role I achieved:

Marketing Automation

Lifecycle Marketing

Adobe Creative Suite

Local, Hyperlocal Marketing

Community Engagement

Healthcare, Value-Based Care
Marketing

AI / LLM / NLP Integration

Copywriting

Budget Management

Talent Development

EDUCATION

BS, Management | University at
Buffalo | Class of 2011

LINKS

[Website](#)

[LinkedIn](#)

- Increased national unaided brand awareness by 116% through strategic marketing initiatives.
- Managed an \$800K program media budget, with a 73% year-over-year increase in conversions through targeted multi-channel campaigns.
- Led content marketing team and content development, including resident education, episodic content, webinar series, blogs and influencer partnerships.

Sr. Account Manager, Brookdale Senior Living Nashville, TN
Oct 2016 — Aug 2018

As a Sr. Account Manager, I worked to creatively solve business issues backed by data, prioritizing ROAS and marketing efficiencies.

- Partnered with marketing leaders to enhance process efficiency, resulting in more than 60% reduction of creative request volume and contract labor hours.
- Management of external agency relationships that include commercial video production, photography, live event production, and market research.
- Partnered cross-functionally with Sales and Operations leaders to improve overall brand customer experience, leading to NPS growth.

Marketing Coordinator, KATZ Americas Buffalo, NY
May 2011 — Aug 2016

- Successfully launched the KATZ Display Board product line in the US, surpassing forecast sales goals and achieving revenue break-even ahead of schedule.
- Represented US marketing operations at international sales meetings and trade shows throughout Europe, enhancing brand visibility.
- Managed trade show logistics, including booth design and customer engagement, to ensure a positive experience for attendees.
- Developed creative branding campaigns informed by market research and trend analysis to align with lead growth objectives.
- Fostered strong customer relationships and built cross-promotional partnerships, resulting in significant sales growth.

AWARDS

ADDY Award Nashville, TN
American Advertising Federation Nashville | Gold ADDY Award |
Brookdale Senior Living | 2018 Brand Campaign

ADDY Award Buffalo, NY
American Advertising Federation Buffalo | ADDY Award | KATZ
Americas | Creative Use of Paper