

Nick Farkas

Marketing Executive — Brand Strategy, Growth Marketing, Creative Leadership

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SUMMARY

Marketing executive with 10+ years leading brand strategy, growth marketing, and creative direction across real estate, beauty, hospitality, and consumer technology. Track record of rebuilding marketing operations, scaling technology adoption, and directing brand identity from zero to launch. Experienced managing budgets to \$350K and teams of 300+.

EXPERIENCE

2024 — Present **Independent Brand & Marketing Advisor**
Independent

Strategic advisor delivering brand strategy, creative direction, AI-augmented marketing, and go-to-market initiatives for luxury, beauty, hospitality, and technology brands.

2018 — Present **Marketing Strategist & Manager**
Coldwell Banker Realty

Lead integrated marketing strategy, marketing operations, internal communications, and digital transformation initiatives supporting more than 300 real estate professionals across one of the nation's largest luxury real estate networks.

2018 — 2022 **Selected Engagement**
Branche Beauty & Vanity Planet

Led brand repositioning, creative direction, product development, digital marketing strategy, and integrated product launches that supported national retail expansion, including BlueMercury and Walmart.

2017 — Present **Founder & Brand Director**
Churriño

Founded and led an international consumer brand end-to-end — setting brand strategy and product direction, and owning customer experience, marketing, partnerships, and commercial operations through its scale from concept to national retail presence.

CORE COMPETENCIES

Brand Strategy · Growth Marketing · Creative Direction · Customer Experience · Executive Communications · Luxury Marketing · AI-Augmented Marketing · Team Leadership · P&L; / Budget Management · Go-to-Market Strategy