



ROB NISH

Purpose-Driven
Brand Marketing and
Experience Professional

CONTACT

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RobNish.com

EDUCATION

UNIVERSITY OF UTAH

Master of Business Administration (2017)

Bachelor of Arts - Mass Communication,
Spanish Minor (2003)

DISNEY INSTITUTE

Graduate - Leadership Excellence,
Employee Engagement, Quality Service and
Business Excellence (2016 - 2019)

VOLUNTEERING

GRANITE CREDIT UNION

Supervisory Committee to Board of
Directors (1/2020 - Current)

SEAT - Sports & Entertainment Alliance in Technology

Digital Marketing Committee
(1/2019 - Current)

***clickable links available on website*

VICE PRESIDENT

VIVINT ARENA (7/2019 - 12/2020)

- Led brand, customer experience, company common purpose and employee engagement initiatives
- Led arena, event and retail marketing including Utah Jazz Team Store and food/beverage
- Led communication, PR and media efforts
- Led marketing efforts for North America's only professional cycling stage race

FOUNDER

ONE THIRTY EIGHT MARKETING, RESEARCH & CONSULTING (5/2017 - Current)

- Marketing, customer and employee experience research and insight
- Key clients include Ford Motor Company, Utah Motorsports Campus and Old Abe Beard Oil

MARKETING DIRECTOR

VIVINT ARENA (9/2015 - 6/2019)

- Directed arena and event marketing including all digital and social media
- Launched new naming rights partnership
 - Single-largest sponsorship agreement in company history
 - Executed rebrand of NBA venue and directed brand creation and management
 - Launched and managed website, social media platforms and email communications
 - Increased social media following from last place to top 5 among all NBA arenas
- Directed "Arena Rising" brand/theme for \$125 million arena renovation
 - Directed renovation press events and managed all related PR
 - Launched and managed renovation websites and digital sales platforms
- Managed third-party relationships including tech, print, digital, creative and advertising agencies

MARKETING AND BRAND MANAGER

MILLER MOTORSPORTS PARK (7/2010 - 8/2015)

- Created and executed event and experiential marketing plans for 1,000+ acre racing venue
- Launched four new consumer-facing high-performance driving programs and racing series
- Managed marketing relationships with Ford Motor Company, Yamaha, NASCAR, Ogio and more
- Managed marketing, sales, sponsorship, and PR teams
- Managed third-party relationships including tech, print, digital, creative and advertising agencies

DIRECTOR OF MARKETING AND PROMOTIONS

CLEAR CHANNEL RADIO (1/2006 - 7/2010)

- Directed all marketing, promotion, creative and sponsorship activities for group of radio stations
- Launched four new radio stations & websites including one of Utah's first FM Latino music formats