



# ROB NISH

Brand Marketing and  
Experience Professional

## CONTACT

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RobNish.com

## EDUCATION

### UNIVERSITY OF UTAH

Master of Business Administration

Bachelor of Arts - Mass Communication,  
Spanish Minor

### DISNEY INSTITUTE

Graduate - Leadership Excellence,  
Employee Engagement, Quality Service and  
Business Excellence

## VOLUNTEERING

### GRANITE CREDIT UNION

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

### SEAT - Sports & Entertainment Alliance in Technology

Digital Marketing Committee  
(2019 - 2022)

## FOUNDER

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

- Marketing, strategy, social media, advertising, PR, email, websites, graphic design, photo and video, customer and employee experience research and insight, sponsorship and marketing partnership sales
- Key clients in motorsports, events, lifestyle brands and healthcare

## VICE PRESIDENT

VIVINT ARENA (7/2019 - 12/2020)

- Led social media, communication, PR and media efforts
- 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 marketing efforts for the Tour of Utah, North America's only professional cycling stage race

## 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, Lucas Oil, Ogio and more
- Managed marketing, social media, 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, social media, 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