

NICK LONG

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EXECUTIVE SUMMARY

Enterprise SaaS leader with more than 15 years of experience scaling global teams, driving revenue growth, optimizing support operations, and aligning creative strategy with business performance. Proven success leading cross-functional teams across support, product, marketing, and client services in high-growth and regulated environments. Track record of achieving 96% client retention, reducing operational costs by 50%, maintaining 100% SLA compliance, and expanding enterprise accounts through strategic execution.

CORE COMPETENCIES

- Enterprise SaaS Leadership
- Global Support Operations (24/7/365)
- Client Retention & Revenue Expansion
- Cross-Functional Team Leadership
- Operational Excellence & Process Optimization
- Incident Management & Root Cause Analysis
- UX/UI Strategy & Product Alignment
- Go-to-Market Strategy
- Account Management & Enterprise Partnerships
- Regulatory & Compliance Marketing (FCC, CTIA, TCPA)
- Agile & Scrum Environments
- KPI Development & Performance Metrics

PROFESSIONAL EXPERIENCE

PHIZZLE | Director of Support & Creative Strategy

2013 – 2026 | Remote

- Built and scaled a 24/7/365 global offshore support organization, reducing engineering and support costs by 50% by implementing structured incident management and KPI tracking systems.
- Achieved 100% SLA compliance for a top five global pharmaceutical enterprise client by formalizing root cause analysis processes and strengthening cross-functional collaboration.
- Increased team retention to 90% by designing structured hiring, onboarding, and performance development programs.
- Improved operational maturity through documentation standards, service dashboards, and performance reporting tied to customer satisfaction.

Senior Account Executive / Creative Director

- Drove 96% year-over-year revenue retention across 40+ collegiate sports programs by aligning campaign strategy with measurable engagement outcomes.

- Increased average account revenue by 70% through integrated social, SMS, and digital signage campaigns.
- Expanded professional franchise accounts by an average of \$300K annually through consultative strategy and cross-selling initiatives.
- Led UX/UI direction for enterprise IoT platform, aligning product experience with go-to-market strategy.

DAKTRONICS | Senior Account Manager / Project Manager / Creative Services Manager

2006 – 2013 | St. Petersburg, FL

- Managed \$1M+ in annual creative portfolios across 30+ sports and entertainment properties.
- Led and mentored 20+ creative professionals, improving workflow efficiency and quality standards.
- Directed international account initiatives through consultative sales visits and live-event strategy.
- Delivered digital signage and LED solutions for NFL, NBA, MLB, MiLB, NCAA, and casino venues.

CONTRACT LIVE PRODUCTION LEADERSHIP

- Real-time digital production for NFL, NBA, MLB and NHL organizations using Ross Xpression and Daktronics systems.
- Developed sponsor activation content and motion graphics in high-visibility, time-sensitive environments.

EDUCATION

The Art Institute of Pittsburgh

- Bachelor of Science, Digital Media Production – Dean's List
- Associate degree, Video Production – Dean's List

TECHNOLOGY

- Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere, Firefly)
- Figma | Jira | Agile | Scrum | Lucidchart
- Microsoft 365 | Google Workspace
- AI Tools (ChatGPT, Claude, Gemini, Nano Banana)