



GREGORY HICKMAN

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BOLD BRANDING. MINDFUL MARKETING. STRATEGIC SALES.

Marketing and Sales Director with 14+ years of experience in B2B and B2C marketing and creative services and a passion for building and promoting luxury brands. Adaptable and flexible with an innovative, entrepreneurial approach and a dedication to creating and implementing marketing strategies that deliver results. Highly adept at working with clients and business partners to define goals and develop digital and print collateral that aligns with brand standards. Friendly and engaging with excellent communication, collaboration, and interpersonal skills with a wide range of stakeholders.

SKILLS SUMMARY

Cross-Functional Leadership	Market Research/Trend Forecasting	Project Management
Print and Digital Marketing Campaigns	Storytelling/Product Development	Marketing Collateral Development
Business Development/Strategic Planning	Press Releases/Media Communications	Partner/Vendor Management
Brand Development/Brand Identity	Social Media Content Development	Coaching and Collaboration
Artificial Intelligence (AI)	SEO/SEM Performance Monitoring	Web Design/Website Management

Technical Profile: Microsoft Office Suite (Word, Excel, PowerPoint, Teams); Adobe Creative Suite (Illustrator, InDesign, Lightroom, Photoshop); CMS/CRM Management (HubSpot, Lasso, Monday.com, Open Leads, Salesforce.com); Web/Design (Canva, Google Analytics, Shopify, Squarespace, WIX, WordPress); Dropbox, DocuSign, Zoom

ACHIEVEMENTS AND AWARDS

- Played a key role in growing Nationwide Homes’ business by 40% over the past decade through marketing strategy, advertising campaigns, excellent customer service, and sales support.
- Managed a major rebrand for Nationwide’s 60th anniversary, including a new website, logo, branding package, digital marketing materials, and print materials.
- Barnwood Builders feature (Magnolia Network, 2024) using a Nationwide tiny house; paved the way for Barnwood Builders to become an ongoing customer with Nationwide.
- NASDAQ acknowledgement on the stock market of Cavco Industries’ affordable housing project (2022).
- Community Impact Project of the Year Award (2022) with the Manufactured Housing Institute for the Five Points Neighborhood Initiative, an affordable housing project in Martinsville, VA, focused on improving lives by addressing social and economic challenges at a local level (Cavco).
- Extreme Makeover: Home Edition feature on ABC Network (Nationwide, 2018).
- Led brand development and creative (logo, graphic design, photo edits) for TV personality MaCray Huff with WeTV/Style Network (Greggors Design Studio, 2017).
- Home Free Feature (FOX Network, 2016) with Tim Tebow and Mike Holmes (Cavco).
- Two-time Top 20 producer as a Real Estate Broker.

EMPLOYMENT EXPERIENCE

Cavco Industries, Inc. ■ Southeast US Region ■ 2013 – Present

Cavco Martinsville (Nationwide Homes) is a division of Cavco Industries, Inc. and a custom manufacturer of modular homes. Promoted through positions of increased responsibility to drive sales and revenue growth for the Southeast Region through B2B and B2C digital and print marketing strategy.

Director of Marketing and Merchandising (2024 – Present)

In addition to duties and responsibilities from prior role, collaborate with the leadership team on product development and trend forecasting to guide home design.

- Direct company brand management, marketing and sales campaigns, marketing collateral development, customer and industry communications, press releases, website planning, and CRM management.
- Serve as the main liaison between sales managers, engineers, and builders to collaborate on branding pieces, including copyright release forms, Nationwide and builder logos, brochures, letterheads, and cutsheets.
- Create marketing content for email, social media, advertising, and websites.
- Manage an ongoing marketing campaign highlighting the latest and greatest homes and features.
- As a member of the New Construction Product Development Committee, partner in the design of new home exteriors, interiors, floor plans, and materials, from cost-efficient to luxury, to provide customizable options at all price points.
- Conduct market analysis and trend forecasts to identify buyer preferences and deliver in-demand products.
- Maintain an online materials library/image gallery for builders, enabling their sales efforts.
- Coach builder assistants on responding to leads, building databases, and CRM management to support lead conversion.
- Design and launch email campaigns to drive engagement and increase internet leads.
- Partner with vendors to market Nationwide models as luxury real estate listings.

Marketing and Sales Manager (2020 – 2023)

Promoted to oversee internet sales, marketing, advertising, press releases, brand management, and website planning activities.

- Built and managed the company’s brand across marketing, advertising, sales, external comms, and press releases.
- Created and published social media content (Facebook, Instagram, Flickr, YouTube, Vimeo), including editing images developing and/or coordinating outsourced photo shoots and renderings.
- Collaborated with builders to create individual branding packages in alignment with Nationwide Homes standards and builder brand standards. Created color schemes, print sheets, websites, and sales materials for a group of 11+ partners.
- Developed free value-ads during COVID to keep home buyers happy and engaged in a competitive market.

CRM Manager (2013 – 2019)

Managed all CRM activities to drive new business development, including lead generation and qualification, connecting leads to builders, and tracking potential customer communications.

- Worked with potential customers to identify needs and pair them with builders.
- Implemented processes to enhance customer communications for an average of 3,000 leads annually.
- Improved lead quality by transitioning from national to regional targeting.

Greggors Design Studio, LLC ■ Greensboro, NC ■ 2010 – 2013

Owner/Project Manager/Graphic Designer

Partnered with clients to identify their brand standards and determine project goals. Created digital and brand assets to enable client success in business development, customer targeting, and brand building initiatives.

- Created graphic design packages for various programs and classes within UNC Greensboro’s Bryan School of Business.
- Developed architectural renderings for the ICSM Medical Center in Martinsville, VA.
- Designed logos, packaging, and labels for multiple national beauty brand clients.
- Built a branding package and website for financial firm based in Washington, DC.

ADDITIONAL CAREER

Barbour & Company (Former Berkshire Hathaway HomeServices Affiliate) ■ Piedmont Triad, NC ■ 2017 – 2025

Licensed Real Estate Broker (North Carolina, License #292597)

Managed real estate sales to a wide range of clients, including designing property listings, submitting offers/contracts, conducting property research, and managing the entire buying and selling process. Networked and developed relationships with clients, industry professionals, and property managers to meet sales goals.

EDUCATION AND CERTIFICATIONS

Bachelor of Fine Arts (BFA): Interior Architecture and Graphic Communications

University of North Carolina, Greensboro

Construction Project Management Certification

Columbia University

PROFESSIONAL ASSOCIATIONS

National Association of Realtors | LGBTQ+ Real Estate Alliance