

## Contact

4075910708 (Work)  
nick@wienersquadmedia.com

www.linkedin.com/in/nickjroymba  
(LinkedIn)  
meritpages.com/nickjroy (Other)

## Top Skills

Blogger  
Paid Media Advertising  
Research Skills

## Certifications

Strategic Analysis - External  
Environmental Analysis  
Emotional intelligence  
Strategic Analysis - Current Position  
of the Organization Analysis  
Strategic Analysis  
Robotic Process Automation  
Strategy for Business Leaders  
Time Management tips for time  
crunched professionals

# Nick Roy

Empowering conservative #MAGAPatriot #AmericaFirst  
entrepreneurs # WienerSquadMedia.com.  
St Cloud, Florida, United States

## Summary

Nick, Founder & CEO of Wiener Squad Media

Nick is the visionary founder and CEO of Wiener Squad Media, based in Orlando, FL, where he passionately supports Republican, Libertarian, and other conservative entrepreneurs in building and growing their businesses through effective website design and digital marketing strategies. With a strong background in marketing, Nick previously ran a successful marketing agency for 15 years that achieved seven-figure revenue before an unfortunate acquisition led to its closure. This experience fueled his resolve to create Wiener Squad Media, driven by a mission to provide outstanding digital marketing services tailored specifically for conservative-owned small businesses.

Holding a Master of Science in Marketing from Hawaii Pacific University (2003), Nick is currently furthering his education with an MBA to enhance his problem-solving skills and ensure that past challenges don't repeat themselves. He firmly believes in the marathon approach to business growth, prioritizing sustainable practices over quick fixes like investor capital. Committed to employee welfare, Nick maintains a starting wage of \$25 per hour for his staff and caps his own salary at \$80,000 plus bonuses.

At Wiener Squad Media, our values are based on the Five Pillars of Giving - protecting the First and Second Amendments, Sanctity of Life, supporting our military, veteran, and first responder heroes, and making sure no shelter dog is left behind by finding each one a forever home. At Wiener Squad Media, we are not just about success but also about making a positive impact on society while achieving it.

Outside of work, Nick is an avid political activist who engages in discussions supporting conservative values and the creation and

proliferation of the new conservative parallel economy. He volunteers at local animal shelters, participates in pet adoption events to help find all unwanted dogs a forever home. Committed to nurturing the next generation of conservative entrepreneurs, Nick dedicates time to coaching and mentoring other aspiring conservative business owners, sharing his wealth of knowledge and experience in the industry.

---

## Experience

### Legacy Assurance Plan

#### Remote Appointment Setter

September 2022 - Present (2 years 4 months)

St Cloud, Florida, United States

Part Time position for additional income.

Assisted individuals by introducing them to tailored estate planning solutions.

Utilized the Ricochet360 dialer to make outbound calls and handle inbound inquiries professionally.

Followed a structured script to qualify prospective clients based on their needs and eligibility.

Scheduled consultations between prospective clients and estate planners, fostering seamless communication.

Developed a strong understanding of estate planning essentials to effectively guide prospects.

Focused on delivering excellent customer interactions and supporting comprehensive estate planning services.

### Wiener Squad Media

#### Chief Executive Officer

January 2024 - Present (1 year)

St Cloud, Florida, United States

As the Founder and CEO of Wiener Squad Media, I lead a team of passionate America First employees dedicated to supporting Republican and Libertarian small business owners. Our mission is to help these businesses grow without the influence of woke ideologies prevalent in large corporations. We achieve this through effective website design and digital marketing strategies, empowering God-fearing, gun-toting, Trump-supporting America First patriots to achieve financial freedom via the internet.

#### Key Responsibilities

Develop and execute the company's strategic plan in alignment with its conservative values and America First principles.

Lead the team in daily operations, providing direction and guidance to achieve both short and long-term goals.

Foster a positive and inclusive work environment that encourages innovation, dedication, and a strong work ethic.

Establish and maintain effective relationships with clients, partners, and stakeholders to ensure business growth and success.

Oversee financial management, including budgeting, forecasting, and ensuring profitability, to maintain the company's financial health.

Stay informed about industry trends, political and economic developments, and adapt the business model as needed to remain competitive and aligned with the company's vision.

Represent the company externally at industry events and in the media to promote the brand and its values.

Uphold high ethical standards in all business practices, ensuring compliance with regulations and laws, and setting an example for corporate social responsibility.

### The Political Group

Sales Representative/Remote Call Center Rep

March 2021 - November 2022 (1 year 9 months)

San Antonio, Texas, United States

### GMM Creative

Chief Executive Officer

June 2005 - January 2019 (13 years 8 months)

Casselberry, Florida, United States

As the Founder and CEO of GMM Creative, I spearheaded a dynamic team of website designers, internet marketing specialists, and support staff, committed to elevating small businesses through exceptional digital solutions. My role involved strategic leadership and comprehensive management across multiple facets of the company:

**Leadership and Management:** Led a diverse team ensuring high productivity and exceptional quality of work, fostering a culture of collaboration and innovation.

**Strategic Growth:** Developed and executed strategies to expand market reach, focusing on enhancing the digital presence of small business owners.

**Project Oversight:** Managed all aspects of project management from initial consultation to final delivery, ensuring timely and budget-compliant project completion.

**Relationship Building:** Cultivated strong relationships with clients, vendors, and stakeholders, maintaining the company's reputation for excellence.

**Market Analysis:** Analyzed market trends and competitor services, identifying new opportunities for growth and innovation.

**Financial Management:** Oversaw the company's financial performance, including budgeting and forecasting, ensuring profitability targets were consistently met.

**Achievements:**

Successfully grew GMM Creative to 8-figure revenue status in 9 years, with strategic milestones of reaching 6-figure revenue in 5 years and 7-figure revenue in 6 years.

## 808 Image Web Design

Owner

May 2000 - January 2005 (4 years 9 months)

Honolulu, Hawaii, United States

## Publix Super Markets

Frozen Food Clerk/Manager Trainee

June 1988 - October 1997 (9 years 5 months)

---

## Education

### Southern New Hampshire University

Master of Science - MS, Marketing · (July 2023 - May 2025)

### Hawaii Pacific University

Master of Business Administration - MBA, Business Administration and Management, General · (September 1997 - January 2003)

### Florida Metropolitan University

Bachelor's degree, Hospitality Administration/Management · (August 1991 - October 1995)