



NICK BRIMLEY

DIRECTOR OF MARKETING •

SLAG CEMENT ASSOCIATION (SCA)

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Background:

Nick Brimley serves as the Director of Marketing for the Slag Cement Association (SCA). He has almost a decade of experience in marketing roles field including extensive knowledge in social media management, copywriting, external advertising and event promotion. Before joining SCA, Nick worked for another organization in the concrete industry. In his SCA role, Nick is responsible for the management of all Association activities including the operations, marketing and technical work identified by the Board of Directors to help promote the use of slag cement. He received his Bachelor of Science in Advertising from Central Michigan University.

His Skills Include:

- Association Management
- Board and Committee Direction
- Budget Development
- Event Marketing and Promotion
- Public Speaking
- Script Writing
- Graphic Design
- Video Editing and Development
- Social Media Management
- Website Management

Education and Designations:

- B.S. Advertising, Central Michigan University
- Member: American Society of Association Executives
- Member: American Marketing Association
- Member: American Concrete Institute