



Joseph L. Smith

Growth marketing aficionado who loves to analyze data

Details

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Tools of the trade

Google Analytics
Facebook ads manager
Sendgrid
Intercom
Hotjar
Excel & Google Sheets

Languages

English
Native

Spanish
Conversational

Hobbies

Reading and learning about marketing and startups

Building and testing marketing practises through my blog

Running and workout. Also part of the local soccer team.

Profile

Currently working as a Marketing Manager at Netflix with a mission of building and executing marketing activities to grow the subscriber base in the US. Previously worked as an Analyst at Spotify, with primary focus on analyzing and identifying areas of churn for business operations.

Passionate about growth marketing & startups!

Experience

Marketing Manager - Netflix, San Francisco, USA

Feb 2017 - currently employed

- Set up, managed & tracked a marketing plan budget of \$250k across all digital and offline channels that generated an ROI of +370%.
- Accelerated sales growth rate 30% by launching, A/B testing and optimizing paid social and email marketing campaigns.
- Develop and present reporting presentations, showcasing results and recommendations based on past performance and strategy.
- Heavily involved in webinars, hackatons, keynotes, customer support, launching new products and in developing projects with C-Level executives.

Analyst - Spotify, Stockholm, Sweden

Sep 2014 - Feb 2017

- Analyzed, highlighted and reported potential areas of business improvements related to financial and key operational processes to company management.
- Successfully delivered timely financial statements, controls testing and assurance engagements for more than 15 projects in one year.
- Managing large and complex data sets from various platforms and discovering ways to automate and/or optimize current processes.
- Piloted and executed a churn strategy, which saw a decrease in churn of 15% in the UK market.

Education

MSc Strategic Marketing - Liberty School of Management

Sep 2010 - Jul 2014

- Graduated with distinction

BSc Business & Management - EW Business & Economics School

Sep 2008 - Jul 2010

Certificates

Inbound Marketing Certificate
Hubspot Academy

Digital Analytics Fundamentals
Google Analytics Academy

Most proud of

Awarded

- the most entrepreneurial student in MSc Strategic Business Marketing

Building

- my personal marketing blog marketingaficionado.com to 25k visitors per month