

Growth Analyst Assessment - Thelix Holdings

Time Limit: 48 Hours

Submission Format: PDF + Supporting Files

THELIX HOLDINGS VERTICALS OVERVIEW

Credit Veto

Mission: Empower individuals and credit repair professionals with DIY and professional-grade credit repair tools. **Market:** Primary focus on US market with agent empowerment model **Products:** DIY credit repair tools (\$97-\$297/month) + Credit Veto Pro (B2B tool enabling agents to build recurring credit repair businesses) **Target Customers:** Individuals seeking credit improvement + credit repair agents building their businesses **Differentiator:** Agent empowerment model with funding access and AI-powered tools

ExcelMind

Mission: Transform education delivery through comprehensive academic and operational solutions. **Market:** Nigeria-focused with expansion plans **Products:**

- Exam Prep Platform (JAMB, WAEC, NECO preparation)
- ExcelMind CRM (Complete school operating system combining CRM + LMS with finance, communications, HR, and AI features) **Target Customers:** Students preparing for standardized exams + schools needing operational management systems **Differentiator:** Full-stack education technology solution addressing both student and institutional needs

Lightforth

Mission: Accelerate career transformation through AI-driven job matching and professional development. **Market:** United States market focus **Products:** AI-powered job matching, resume optimization, interview preparation + upcoming Lightforth-as-a-Service **Target Customers:** US-based career switchers, professionals seeking advancement, job seekers needing strategic career support **Differentiator:** AI-driven matching with comprehensive career transformation support through monthly challenges

Excel Mind Cyber (EMC)

Mission: Accelerate cybersecurity career transitions through practical, results-oriented training.

Market: Currently serves diverse global audience, expanding into Latin America and Black American coaching **Products:** Cybersecurity career acceleration programs with hands-on training and placement support **Target Customers:** Career switchers entering cybersecurity, professionals seeking cybersecurity advancement **Differentiator:** Career-focused approach with practical training and placement assistance

Veripass

Mission: Simplify complex immigration processes for high-skilled professionals. **Market:** US immigration market (serving global applicants) **Products:** Specialized advisory services for EB-2 NIW and O-1 visa applications **Target Customers:** High-skilled professionals, entrepreneurs, and exceptional talent seeking US immigration **Differentiator:** Specialized focus on high-skill visa categories with structured success pipelines

PART 1: STRATEGIC MEDIA BUYING ANALYSIS (30 Points)

Task A: Cross-Vertical Campaign Strategy

You have a \$75,000 monthly ad budget to allocate across all five Thelix verticals. Using current market conditions and competitive landscape:

Deliverables:

1. Create a detailed budget allocation spreadsheet showing:
 - Monthly spend per vertical
 - Platform distribution (Facebook, Google, LinkedIn, TikTok)
 - Justification for each allocation decision
 - Expected CAC targets for each vertical
2. For Credit Veto specifically, design a complete Facebook campaign structure targeting potential agents in the US. Include:
 - 3 distinct audience segments with detailed targeting parameters
 - Ad creative briefs for each audience (headlines, primary text, CTAs)
 - Landing page conversion strategy
 - Attribution model for tracking agent acquisition

Constraint: You cannot spend more than 40% of total budget on any single vertical.

Task B: Competitive Intelligence Deep Dive

Select TWO of our competitors from different verticals and conduct a comprehensive analysis:

Required Research:

1. **DisputeBee (Credit Veto competitor) OR TryHackMe (Excel Mind Cyber competitor)**
2. **TealHQ (Lightforth competitor) OR ULesson (ExcelMind competitor)**

For each competitor, provide:

- Current paid advertising strategy analysis (platforms, messaging, targeting)
- Pricing model breakdown and market positioning
- Identified weaknesses we can exploit
- Specific campaign recommendations to outmaneuver them

Evidence Required: Include screenshots of their current ads, landing pages, and pricing pages with your analysis.

PART 2: CONVERSION PSYCHOLOGY & COPYWRITING (25 Points)

Task A: Cultural Adaptation Challenge

Write conversion-focused ad copy for Lightforth's career transformation service targeting THREE distinct US markets:

1. **New York City** - Mid-career professionals in finance seeking tech transitions
2. **Austin, Texas** - Recent college graduates in competitive job market
3. **Atlanta, Georgia** - Black professionals seeking career advancement in corporate America

Requirements for each market:

- Primary headline (30 characters max)
- Ad copy (125 words max)
- Call-to-action button text
- Explanation of psychological triggers used (100 words max)

Constraint: Each ad must feel native to the local market while maintaining brand consistency.

Task B: Challenge Campaign Creation

Design a complete 5-day challenge campaign for Excel Mind Cyber targeting Black American professionals wanting to transition into cybersecurity.

Deliverables:

1. Challenge theme and daily breakdown
2. Email sequence for all 5 days (subject lines + body copy)

3. Social media content calendar (10 posts total)
4. Conversion strategy for the final pitch (pricing, urgency, bonuses)
5. Projected conversion metrics and revenue

PART 3: MARKET INTELLIGENCE & EXPANSION (20 Points)

Task A: Latin American Market Entry

ExcelMind CRM is expanding into Latin America. Conduct primary research and provide:

1. **Market Analysis:**
 - Top 3 target countries with rationale
 - Local competition analysis
 - Regulatory considerations for education tech
 - Cultural adaptation requirements
2. **Go-to-Market Strategy:**
 - Pricing model for each market
 - Distribution partnerships needed
 - Marketing channels and messaging
 - Timeline for market entry

Evidence Required: Include links to at least 5 local sources/websites you researched.

Task B: Trend Analysis & Opportunity Identification

Identify THREE emerging trends that could impact our verticals in the next 12 months:

For each trend, provide:

- Detailed explanation of the trend
- Which Thelix vertical(s) it affects
- Specific opportunity or threat assessment
- Recommended action plan
- Potential revenue impact estimate

PART 4: GROWTH ANALYTICS & OPTIMIZATION (15 Points)

Task A: Campaign Performance Analysis

You're given these campaign results for Credit Veto Pro agent acquisition:

Campaign Data:

- **Facebook Campaign:** \$25,000 spend, 450 clicks, 23 agent signups
- **Google Campaign:** \$15,000 spend, 280 clicks, 31 agent signups
- **LinkedIn Campaign:** \$20,000 spend, 180 clicks, 19 agent signups

Additional Context:

- Agent LTV: \$4,200 (average over 18 months)
- Target CAC: \$180 per agent
- Monthly churn rate: 12%

Analysis Required:

1. Calculate CAC and ROAS for each platform
2. Identify the best performing platform and why
3. Provide 3 specific optimization recommendations
4. Forecast the impact of your recommendations on next month's performance

Task B: Cohort Analysis Challenge

Create a cohort analysis framework for tracking ExcelMind exam prep students across a 6-month period, focusing on:

- Initial conversion from free trial to paid
- Exam completion rates
- Retention patterns
- Revenue expansion opportunities

Deliverable: Excel template with sample data and analysis methodology.

PART 5: REAL-WORLD EXECUTION TEST (10 Points)

Task A: Crisis Management Scenario

Situation: A negative viral TikTok video about Credit Veto has gained 2.3M views, claiming our credit repair methods are "scammy." The video was posted by a finance influencer with 890K followers.

Your Response (within 2 hours of discovery):

1. Immediate action plan (next 24 hours)
2. Medium-term reputation management strategy
3. How you'd turn this into a growth opportunity
4. Budget allocation for crisis response

5. Success metrics for damage control

Task B: Rapid Campaign Launch

Scenario: Tomorrow (Day 2 of this assessment), Veripass signs its first major client - a testimonial case study of someone who got their O-1 visa approved in record time.

Your Task: Create a complete 48-hour campaign to capitalize on this news:

- Campaign concept and messaging
- Creative brief for video testimonial
- Paid media strategy and budget
- Organic social strategy
- Email campaign to warm leads
- Success metrics and tracking plan

SUBMISSION REQUIREMENTS

Format:

1. **Main Document:** PDF report (maximum 25 pages)
2. **Supporting Files:** Excel spreadsheets, creative mockups, research links
3. **Executive Summary:** 1-page overview of your key insights

Submission Details:

- **Deadline:** Exactly 48 hours from receipt
- **Format:** Single ZIP file named "YourName_GrowthAnalyst_Assessment"
- **Contact:** Submit via email with subject line "GA Assessment - [Your Name]"

This assessment is designed to identify candidates who can think strategically, execute rapidly, and drive measurable growth across our diverse portfolio. We're looking for someone who can operate at the intersection of data, psychology, and market dynamics.