

# ESTHER CRAWFORD

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Versatile, entrepreneurial marketer with nine years of experience executing digital marketing campaigns for startups and multinational brands. Strong passion for storytelling and design.

## PROFESSIONAL EXPERIENCE

### Marketing Lead, 2015-Present

*STRIDE* – San Francisco, CA

- Developed and executed product launch plans, led user testing, and product messaging.
- Collected and synthesized qualitative and quantitative user feedback to evaluate feature engagement and influence product development.
- Defined goals, metrics, budgets, and reporting for performance-based advertising campaigns.

### Product Marketing Lead, 2014-2015

*COACH.ME* – San Francisco, CA

- Crafted product messaging and external communication for two feature launches.
- Conducted user, market, and competitive research.
- Designed and implemented pricing recommendations that resulted in 700% revenue growth.
- Recruited 800+ coaches in four months.
- Documented and evangelized best practices for coaches.

### Product Manager, 2012-2014

*BLANKET* – San Francisco, CA

- Wrote specs, conducted user testing, and defined the product roll-out strategy.
- Managed design and engineering timelines to ensure all deadlines were met.
- Presented the product on-stage at the Launch conference.

### Cofounder, 2011-2012

*GLMPS* – San Francisco, CA

- Built an influencer campaign that led to 150k new users in 90 days.
- Negotiated a \$1.5m seed round.

### Social Marketing Consultant, 2007-2012

*BRADY CRAWFORD CONSULTING* – Milwaukee, WI

- Led a team of 10 who created multimedia campaigns across social media sites and blogs for clients including Sears Holdings, McCann Erickson and ConAgra Foods.
- Tracked campaigns and presented results to key stakeholders, VPs, and C-level executives.
- Created blogger outreach and brand ambassador programs. Distributed content through sponsored and earned media, product reviews, and in-person events.
- Managed editorial content calendars and writers across company blogs and social sites.

### Social Media Manager, 2007-2011

*WEIGHT WATCHERS* – Milwaukee, WI

- Led the acquisition of their first 1,000,000 social media followers.
- Worked with branding, PR and legal to craft the company's social media policies.
- Wrote blog content and created multimedia content for all social channels including YouTube, Facebook, and Twitter.
- Represented the brand at conferences and dozens of health, fitness, and charity events.

## TECHNICAL STACK

- **Marketing Automation:** Salesforce Marketing Cloud, MailChimp
- **Design:** Sketch, Photoshop
- **Video & Gifs:** ScreenFlow, Final Cut Pro, iMovie
- **Data Analysis:** SQL, Mixpanel, Google Analytics, Intercom
- **Development:** HTML / CSS, WordPress

## ACHIEVEMENTS

- 2010 Partners in Progress award recipient for the Kmart Design campaign.
- Recurring guest correspondent for television shows *Shepard Smith's FOX Report* (2007-2008) and *The Morning Blend* (2009-2010).
- Early YouTuber with over 10k subscribers and 10+m video views by 2008. Selected by YouTube to represent the company at the 2008 YouTube/CNN Democratic Presidential Debate.
- Speaker at dozens of industry conferences including BlogHer, Mom 2.0, C2SV, FitBloggin, PR + Social Media Summit.
- Featured in publications including AdAge, Entrepreneur, TechCrunch, VentureBeat, AllThingsD, Fox Business.

## EDUCATION

### MA International Relations

Durham University  
2007 – Durham, England

### BS Philosophy

Oregon State University  
2006 – Corvallis, Oregon

### Arabic Language Certification

University of Jordan  
2005 – Amman, Jordan