

Spencer Gran

San Francisco Bay Area

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Experience



Customer Success Manager & Business Development

InnerPlant

Jun 2021 - Present (1 year 3 months +)

- Spearheaded all aspects of post-sales functions including on-boarding, support operations, renewals and customer success for a community consisting of 50 of the most influential farmers in America.
- Developed customer success strategy and created ecosystem to track Customer Health Scores. Developed marketing content, organized virtual speaker events, hosted surveys and feedback sessions.
- Customer Health Scores 50% of the network were highly engaged. Grew network through referrals by 25% and facilitated commercial partnerships with members.
- Assisted in business development in strategy, relationship building, partnership planning and execution towards set goals.



Retail Marketing Ecommerce Associate

Impossible Foods

Jul 2020 - May 2021 (11 months)

- Managed transition from Salsify to Syndigo. Built large scale and detailed approach to ecommerce set up and optimization working cross functionally to grow ecommerce presence from launch to an average of 20% of sales at major retailers (Target, Walmart, ABSCO, Kroger, Costco etc.).
- Led Bazaarvoice integration and marketing campaigns to gather and use ratings and reviews to connect reviews to retailers' websites and grow UGC by over 2000%
- Mastered software to orchestrate legal and regulatory approvals of marketing collateral. Developed and shared streamlined approval process with cross-functional teams.



Business Development Analyst

LDR Ventures

May 2019 - Jul 2020 (1 year 3 months)

- Managed a team of 2 interns to redesign website of portfolio company which increased page visibility and Google search rank by 15%.
- Developed marketing and sales strategy 1:1 with entrepreneurs, VCs and Managing Directors
- Managed inbound: decks from entrepreneurs, outreach from investors, VCs, and strategic partners and set up meetings for Managing Directors
- Managed outbound: cold called 100s of VCs and hit 200% of meeting quota



Growth Marketing Associate

Grove Collaborative

Jun 2018 - Sep 2019 (1 year 4 months)

- Analyzed customer acquisition strategies and presented a customer lifetime value point system.

- Created extensive product catalog of entire flagship brand to streamline customer success management.
- Worked in growth and influencer marketing with Facebook ads.



Website Developer

Portworx by Pure Storage

Jun 2017 - Aug 2017 (3 months)

- Search Engine Optimization through tools such as: GitHub, Wordpress, Terminal and Google Webmaster. By the end of my internship the company's website traffic increased by 18% and the average position on google saw a 56 increase in ranking.
- Corporate Marketing through Marketo to promote digital marketing campaigns such as webinars.



Business Analyst

Ease VR

Jun 2016 - Aug 2016 (3 months)

- Ran the company's social media platforms and build a following on them
- Researched Virtual Reality and Internet of Things industries for weekly reports to CEO and founders
- Represented the company at events related to the industry
- Participated in strategy planning meetings to learn how a startup company operates and how business deals are handled
- Developed strategic market analysis for the company, regularly researched trends and new startups in the sector
- Formulated competitive market insights

Owner

Spencer Gran's Car Detailing Service

Jun 2013 - Aug 2015 (2 years 3 months)

- Initiated car detailing service within my neighborhood
- Scheduled all appointments
- Trained employees
- Marketed with business cards and postings to online forum
- Grew customer base annually and expanded into other neighborhoods

Education



California Polytechnic State University-San Luis Obispo

Bachelor's degree, Agribusiness

2016 - 2020

Minor in Entrepreneurship

Licenses & Certifications



SQL for Data Science - Coursera

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Business Metrics for Data-Driven Companies - Coursera

RFUZCRGXM7NN

Skills

Entrepreneurship • Digital Marketing • Business Development • Data Analysis • Competitive Analysis • Analytics • Marketing • Marketing Strategy • Marketo • HTML5

Honors & Awards

Deans List 2018, 2019, 2020 - Department Head College of Agriculture, Food & Environmental Sciences

2018

Awarded to students with a GPA higher than 3.5 at the end of every quarter.