

HUNTER NIX

PROFESSIONAL PROFILE

Data-oriented marketing leader with extensive experience developing, driving and analyzing marketing initiatives within high growth environments. Recognized as an effective communicator and project manager who guides multiple team members and agencies towards overall goal achievement. Passion for engineering digital marketing strategies that maximize efficiency, value, and ROI.

- Thrives in multifaceted scenarios, managing the product lifecycle through critical thinking, innovative management, ongoing performance reviews and process improvements.
- Applies and develops advanced analytics to take data from noise to action through application of globally scalable KPIs, predictive analysis and usability benchmarks.
- Employs a growth mindset and a deep sense of curiosity, looking beyond short-term to envision future trends.

Technical Qualifications: Advanced SQL, BigQuery data warehousing, data analysis & visualization, REST API Integrations, Python, PHP, Ruby on Rails, Javascript, Wordpress, Contentful, Marketo, Cordial, Microsoft Dynamics, PowerBI, Tableau, Photoshop, Illustrator, InDesign, Sendgrid, Google Tag Manager, Google Analytics, Google Data Studio, Convert

AREAS OF EXPERTISE

Market Strategy Development	Marketing Operations & Enablement	Competitive Analysis
Team Leadership & Management	Product Marketing	Product Lifecycle Management
Process Improvement	Data Analysis	Business Process Management
P&L Responsibility	Marketing Intelligence	Advanced SQL Query Writing
Consumer Insight Generation	Multi-Armed Bandit Testing	A/B Testing

CAREER HISTORY

Director of Marketing Measurement, ReviveHealth

PRESENT

Responsible for the collection, warehousing, and analysis of marketing data to measure and analyze performance and provide strategic insights into the ROI of ReviveHealth's marketing efforts.

- Data engineering and visualization development in Tableau, Google Data Studio, and other BI tools.
- Building, improving, and maintaining data collection, blending, and dashboard processes to enable rapid deployment and updates for internal team and client interactions.
- Recommending improvements based on analysis of campaign and channel performance

Senior Growth Manager, Ancient Nutrition

Mar. '19 - May '20

Combining the core disciplines of engineering, data analysis, testing, and performance marketing to educate, persuade and compel our customers to live their healthiest lives. Responsible for the performance and ongoing improvement of a \$50,000,000+ ecommerce store. Create and manage the collection, transformation and warehousing architecture for all marketing, sales, operational and user data that power business intelligence. Ideate, strategize, develop and bring to production highly impactful applications that increase revenue, optimize efficiency and improve customer experience.

Key Achievements:

- Developed and scaled the new CBD email channel from \$0 to \$1M in revenue in 6 months through the use of automated messaging and strategic growth campaigns.
- Grew our SMS subscriber list by 86% while also reducing costs and increasing net revenue by 11%.
- Implemented highly targeted email campaign strategies to consistently deliver a 24% increase in daily revenue using behavior analytics and RFM segmentation.
- Increased our daily recurring subscriber revenue by 33% and hit an all time high for active product subscriptions.
- Increased conversion rate by 40% onsite through landing page/checkout optimization planning, A/B testing, tracking and evangelizing.

- Constantly testing inside high value areas in email and automated messaging to improve open rates, click through rates, opt-out rate, and revenue per email.
- 53% Improved in email and SMS capture onsite by A/B testing offer, messaging and placement.
- A/B tested product pricing to find the highest converting price point as well as determine our product elasticity.

Director of Demand Generation, Relode
2019

Aug. 2017 - Mar.

Recruited to develop and scale brand marketing, channels including paid social, search, display, influencers, partnerships and marketing automation. Conducted a deep-dive data analysis to determine user behavioral trends and purchasing patterns; communicated supporting analytics to inform future/seasonal marketing decisions. Integrate recurring performance analysis, conversion rate optimization, root cause analysis, and usability testing to actively track and optimize marketing campaigns, evaluate feasibility, and revise and enhance existing programs. Steer corporate culture toward rapid growth and customer retention through definition of a clear strategy, market positioning and unique narrative.

Key Achievements:

- Implemented growth architecture used to grow the user base by 300% in under 10 months.
- Achieved 312% increase in organic visitors; 118% increase in returning users; and 158% increase in leads by spearheading integrated content and SEO strategy.
- Reduced CPA of users by 50% within a 6-month period.
- Increased revenue by 62% from Q1 2018 to Q2 2018 by establishing a comprehensive growth strategy, including developing high ROI lead generation campaigns and reducing CPA.
- Constantly tested messaging, creative, offer strategy, nurture campaigns, and automations in email to hit key KPIs month over month.

Digital Marketing Developer, Quorum Health
2017

Dec 2016 to Aug

Brought on board to conceive, design, and develop digital marketing initiatives - email campaigns, display advertising, PPC, SEO/SEM, social media and marketing automation. Architected digital marketing and lead generation initiatives, including management of content marketing strategy, SEO/SEM optimization, social media plan, marketing technology, and marketing analysis. Setup a full marketing automation and CRM solution and analyzed the data in order to improve business relationships.

Key Achievements:

- Utilized strong tactical and analytical ability to dig into analytics, uncover user behavior, and evaluate end-to-end customer experience across multiple channels and customer touch points.
- Established thought-leading education website and webinar training programs, allowing for improved employee engagement and growth of knowledge sharing and industry best-practices.
- Turned around a distressed PPC campaign and improved ROI with 20% increase in leads; 120% in lead conversions; and 18% decrease in CPA.
- Increased open rates 15% by developing and initiating fresh lead nurture and lead pipeline.
- Implemented weekly performance analysis that identified key trends, drove sound decision making, continuous process improvement and exceptional communication across functional units towards a shared vision.
- Oversaw development of brand standards and multi-channel creative assets to align with marketing plans and brand message.

Marketing Technologist, Avison Young

Jan. 2014 to Dec. 2016

Delivered significant improvements in marketing ROI, lead quality, PPC performance, and web traffic by leveraging affiliate partnerships, content marketing strategy, and lead generation strategy to rapidly grow brand awareness and sales pipeline.

EDUCATION

Bachelor of Science, Marketing, *Auburn University*, 2013