

Contact

www.linkedin.com/in/seanjchoi
(LinkedIn)

Top Skills

Entrepreneurship
Leadership
Business Development

Languages

Korean (Limited Working)
French (Limited Working)

Certifications

Inbound
Google Ads
Hubspot Marketing Software
Google Analytics

Honors-Awards

Winner of the Baylor CEO Elevator
Pitch Competition
National Merit
Baylor Study Abroad Photo Contest
Winner '14-'15 (People and Places)
Semi-Finalist in Baylor New Venture
Competition

Publications

Founder Zen: Becoming One with
Your Startup
Modern Solutions for Secure E-mail
Startup Texas
Series B and Beyond Reflections -
Closing the Funding Gap
Startup Waco

Sean Choi

Entrepreneur, Fractional CMO, Festival Producer
Brooklyn, New York, United States

Summary

I strive to be known as someone that leverages technology to push the boundaries of organizational output and forge data-driven paths through uncertainty. Energized when tasked with finding creative solutions to complex problems, I am hungry to scale the impact of my outputs to improve quality of life for others.

Experience

NewCo
Founder
October 2024 - Present (5 months)
New York, New York, United States

Love Trails ®
Chief Marketing Officer
August 2024 - Present (7 months)
Wales, United Kingdom

Ecoversity
Chief Strategy and Marketing Officer
August 2024 - Present (7 months)

ILLfest Music & Street Art Festival
Co-Founder & Festival Director
October 2016 - Present (8 years 5 months)
Austin, Texas, United States

Started ILLfest on a whim in college and have grown it into one of the largest dance music festivals in Austin.

Envision Festival
Head Of Sales
July 2018 - Present (6 years 8 months)
Uvita, Costa Rica

Leading revenue growth and ticketing strategy for one of the world's premier destination music festivals.

Popchew

2 years 1 month

Head of Product & Growth

January 2023 - May 2024 (1 year 5 months)

New York, New York, United States

Contemporary fast food built for the digitally native. My work focuses on acquiring mindshare via digital real estate and celebrity collaborations, building omni-channel product experiences, and enabling our rapidly-scaling ghost kitchen distribution model.

Head of Growth

May 2022 - February 2023 (10 months)

New York, New York, United States

Onward

Head of Growth

March 2021 - May 2022 (1 year 3 months)

Improving the lives of co-parents and their children through financial services.

Co-Created

Entrepreneur In Residence

August 2020 - March 2021 (8 months)

New York, United States

As an Entrepreneur in Residence at Co-Created with prehype, I worked alongside corporate partners (Ikea, Citi, Munich Re, HP, & others) to explore and validate innovative pathways to solving meaningful problems at scale through hypothesis driven new venture co-creation.

Hoist

Head of Growth

August 2019 - April 2020 (9 months)

Greater New York City Area

- GTM strategy: customer personas, positioning, baseline CAC & hypothesis-driven execution of growth roadmap, regulatory compliance in uncharted territory
- Generated over 10,000 applicants for inaugural class of business owners in less than 3 months from stealth launch

- Created high throughput structured sales process to objectively score and optimize for potential business owners based on success signals

Blue Otter Solutions

Head Of Marketing Operations

September 2018 - August 2019 (1 year)

Dallas/Fort Worth Area

- Drove system growth and revenue for the largest home service franchise brands in North America
- Managed a team of freelancers to consistently deliver reductions in cost per lead and cost per acquisition of 50%-80%
- Grew agency retainers by >300%
- Consulted with clients as SME for inbound marketing and digital strategies for franchise system growth

Neighborly®

Franchise Development Marketing

January 2016 - June 2017 (1 year 6 months)

Waco, Texas

- Drove a year of record growth with over 300 new franchises awarded, each requiring a \$60k-\$350k commitment
- Managed \$500k+ paid media budget for 11 international brands
- Executed an inbound marketing strategy to increase search traffic by 80%
- Served on special team with CMO to transition Dwyer Group into Neighborly Brands
- Developed experiential marketing campaigns at 25+ trade shows

Texas Growth Capital Forum

Analyst

November 2015 - June 2016 (8 months)

Austin, Texas Area

Texas Entrepreneur Networks

Intern

September 2015 - June 2016 (10 months)

Choice Loyalty

Co-Founder / Growth

February 2010 - August 2013 (3 years 7 months)

Eagan, MN

Choice Loyalty was a cash-back rewards program that incentivized shopping at local SMBs as a powerful fundraising tool for non-profit organizations and associations.

- Organically grew a community of over 13,000 cardholders, 90 non-profit partners, and 30 participating businesses
- Awarded over \$50,000 to local non-profit organizations in most successful quarter
- Funded much of my private university education; balanced full course load with 30+ hour work weeks & entrepreneurship-focused extracurriculars

Education

Baylor University

Bachelor of Business Administration - BBA, Social Entrepreneurship and Corporate Innovation · (2011 - 2016)

Wasabi Ventures Academy

Startup Foundations · (2015 - 2015)

Quantum Leap with Gary Keller

· (2012 - 2013)

Advertiser 360

Digital Marketing · (2011 - 2012)

Eagan Senior High School

· (2011)