

Sam Johnson

2633 Telegraph Ave #110
Oakland, CA 94612
(720) 936 - 3368
samueljoh@gmail.com

EXPERIENCE

Gradle Inc, San Francisco — Growth Marketing Manager

December 2015 - October 2016

- Monitored and analyzed acquisition retention, activation using Mixpanel and retention curves
- Designed and worked with product team to implement experiments to optimize product activation funnel
- Drove increase in MAU by **11x** in second month after launch
- Drove increase in monthly open source downloads from 1.1M to 2.5M in first year (114%)
- Drove increase in monthly website visitors from 226k to 370k over 5 months (64%)
- Created copy, designed images, and optimized funnel for Twitter, LinkedIn, Adwords, and Retargeting campaigns with a minimum of 8x ROAS
- Guided content creation strategy using keyword research and KPI
- Created keyword ranking strategy based on search volume and competition for keywords.
- Maintained weekly **project management** meeting with each member of the marketing team based around their KPIs
- Worked with CMO to create high impact OKRs
- Used OKRs to find Minimum Viable Test areas
- Implemented experiments to move the needle on Key Results
- Implemented changes that created 500% increase in key event visibility
- Implemented site wide CTA changes that increased Lead Gen by 120%
- Ownership of SaaS Metrics (Growth Marketing) through Dashboarding, Data Integration Projects as needed, Reporting, and Metrics-Driven Growth Experimentation

SKILLS

Create and A/B test
Behavioral Push Notifications
using Mixpanel

Design and Execution of
cross organizational growth
experiments. (Data, Product,
etc.)

Growth Techniques (growth
accounting, retention
analysis, cohort analytics,
etc.)

Lead Generation Strategy

Performance Marketing (Paid
Search, Paid Social Media,
Display Ads, Retargeting)

Website Optimization, SEO,
A/B Testing

Funnel Optimization
(Acquisition, Activation,
Retention, Viral)

Email Marketing Strategy &
Execution

Marketing Automation, CRM
Management & Audience
Segmentation

Event Production

Rainforest QA, San Francisco — Growth Marketing Consultant

March 2016 - May 2016

- Guided team members in optimization and growth of paid channels
- Assessed value of all paid efforts based on Unit Economics and Conversion rates
- Performed channel research leading to the discovery of LinkedIn as the most valuable paid channel for the company.
- Directly designed and implemented optimization experiments on the BuySellAds display network.
- Managed strategy across Demand Generation Channels (LinkedIn Ads, Twitter Ads, BuySellAds, Google Adwords, Terminus)
- Developed growth strategy for specific channels
- Consulted with number owners on constructing hypotheses etc
- Work with CEO to lead growth efforts post Series A funding
- Plan and implement predictable revenue model with marketing creating 40% of new ARR generated

Marketing and Software Proficiencies

Online Advertising: Google AdWords & GDN Certified, LinkedIn, Twitter, Bing, Facebook, Terminus

Marketing Tools: Hubspot, Pardot, Salesforce.com, Marketo, Optimizely, Crazy Egg

Analytics: SQL, Google Analytics, Mixpanel, Excel

Creative: HTML, CSS, Sketch, Adobe Suite 5 (Photoshop, Dreamweaver, Illustrator, InDesign)

Neighborhood Restaurant Group, Washington D.C. — Marketing analytics and Growth Manager

June 2014 - December 2015

- Uncovered insights, created strategy, and implemented SEO and A/B testing tactics while working with social, PR, and email marketing team to increase company's yearly online revenue by \$1.7M.
- Monitored KPIs and reported Bi-weekly to executives to ensure incremental achievement of goals.
- Created digital analytics plan that focused on KPIs derived from overarching business goals defined by executive team
- Used Google Analytics and Optimizely to create A/B tests on multiple websites that increased conversion rates anywhere from 45% to 250%
- Hired and guided design and development team in facilitating A/B and multivariate testing on various websites.

EDUCATION

DePaul University, Chicago — BA Chemistry, Economics

September 2007 - June 2012