

# Blake Singleton | Product & Growth Leader | Ex-Founder of Tramona.com

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**Product and growth leader with full-stack founder experience, scaled a marketplace from 0 to 20K+ users, 30K+ listings, and \$300K+ in GMV.**

Led product strategy, growth execution, and team management. Now looking to join a fast-moving team in a **product or growth** role where I can ship fast, own outcomes, and help build and grow something users love.

## PROFESSIONAL EXPERIENCE

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### TRAMONA- CEO/Founder

Seattle and San Diego- 2023-Present

- Built and scaled a two-sided marketplace from 0 to 20K+ user signups and 30K+ property listings, generating \$300K+ in Gross Booking Value.
- Led a 10+ person team across engineering, design, and GTM — hired, onboarded, and managed performance.
- Designed and executed full-funnel demand-side growth strategies using Python scrapers, email/SMS automation, landing pages, and A/B testing — resulting in 25K+ organic users.
- Launched viral content loops on TikTok, Instagram, and LinkedIn to drive top-of-funnel acquisition.
- Drove supply-side acquisition by targeting property owners via cold email, inbound calls, and personalized 1:1 onboarding — built scalable playbooks to convert and retain high-value hosts.
- Transitioned the engineering org to AI-first development using LLMs and automation tools to boost velocity and reduce manual workflows.
- Pitched to top Seattle VCs and refined strategy with mentorship from a founder of a \$3.5B company.

### UNIVERSAL MCCAAN- ASSOCIATE- INTEGRATED INVESTMENT

New York, NY- 2022-2023

#### Client- American Express

- Optimized \$500M media spend for American Express, analyzing performance to boost campaign ROI.
- Collaborated with a 100+ person team, gaining insights into large-scale GTM execution.
- Collaborated with clients bi weekly about goals and desired outcomes.

### JOHN MCNEIL STUDIO- INTERN

Berkeley, CA- Summer 2021

#### Client- Nike and Cisco

- Conducted creative research and contributed to branding projects for Nike and Cisco, focusing on AR/VR.
- Gained hands-on experience with a range of branding and marketing strategies.
- Gained exposure to large-scale brand management and corporate stakeholder processes.

## EDUCATION

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UNIVERSITY OF OREGON- BA Public Relations / Minor Economics

Eugene, OR- 2022

**CURRENT SIDE PROJECTS** - More past AI projects can be found on my Github

**AI hedge fund-** Backend hits multiple APIs getting everything from hedge fund buys and sells, to stock pricing, insider buys and sells, economic events, option flow (and much more), uses AI to give easy to understand information to users. Emails and alerts based on their holdings.

**SingletonsGroup-** 95% of SMBs use no AI in their workflows — I'm working to change that. Built the site in 3 days, set up social pages, and launched a simple GTM strategy with Facebook and LinkedIn ads. Actively talking to clients, learning, and helping them implement AI into daily operations. [www.Singletonsgroup.com](http://www.Singletonsgroup.com)

## SKILLS

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**Product:** Product Management, Rapid Prototyping (Figma/Code gen), AI prototyping, User-Centric Design, Javascript, React, Node.js, Roadmap Planning, User Testing, growth funnels

**Growth:** Data Analysis, Sales, Building Growth Funnels, A/B Testing, Cold Outreach, Partnership network, Email marketing, Google, Instagram, facebook and linkedin ads, customer onboarding

## PASSIONS

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Brainstorming and building new startup ideas that help users. Meeting like minded people in tech, college football, traveling, spending time with friends and family, music, being with my dogs.