

# Blake Singleton - Ex- CEO/Founder [Tramona.com](https://www.tramona.com)

San Francisco • [LinkedIn](#) • [Blake@tramona.com](mailto:Blake@tramona.com) • + 1 (425) 877-8881 • [Github](#)

Ex-founder with GTM, growth, and product experience. Scaled a startup to 20k+ users, \$300k+ in Gross Booking Value, and 30k+ listings. Drove sales, onboarding, and creating customer-centric solutions in fast-paced settings based feedback. Passionate about AI and the future of technology, and looking to join a team, creating the future

## PROFESSIONAL EXPERIENCE

---

### TRAMONA

Seattle and San Diego

#### CEO/Founder

2023-Present

- Built and scaled a two-sided marketplace from zero to 20k+ user signups and 30k+ property listings, generating \$300k+ in Gross Booking Value.
- Led all sales and GTM. Finding, pitching and closing deals with Airbnb hosts and larger property managers. Also led onboarding and customer success post onboarding.
- Led a 10+ person team across engineering, GTM, and sales while single-handedly owning product, growth, design, operations, and customer onboarding..
- Built growth funnels from scratch using Python-based scrapers and email APIs to automate lead generation and personalize outreach, boosting conversion rates.
- Pitched to top Seattle VCs, refining strategy with a mentor (ex-CEO/Founder of a \$3.5B company).

### UNIVERSAL MCCAAN

New York, NY

#### ASSOCIATE- INTEGRATED INVESTMENT

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

Berkeley, CA

#### INTERN

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

---

### UNIVERSITY OF OREGON

Eugene, OR

#### BA Public Relations / Minor Economics

2022

## SKILLS

---

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

**Growth:** Data Analysis, Sales, AI (Google AI Studio, Cursor, V0), Growth Funnels, A/B Testing, Cold Outreach, Partnership network, set up 50+ domains for email marketing, instantly.ai

**GTM:** Strategic Planning, Sales, Marketing, Pitching, Cross-Functional Leadership, Growth Hooks

## CURRENT SIDE PROJECTS

---

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.

Tramona AI - Developing an AI-driven marketplace that performs real-world actions, understanding user preferences to book trips directly through chat.

LLM scraping/ Open Source AI- Experimenting with open-source AI applications for real-world use cases.

AI intelligence platform: Traders either have too much or too little information. This uses APIs and crawls and scrapes data from the top hedge funds filing, specific trading signals I use, specific retail traders, option flows, insider trades, and much more. This data is run through an LLM to help users with their trading strategy and information on specific tickers.

## PASSIONS

---

Brainstorming and building new startup ideas, college football, traveling, spending time with friends and family, music, being with my dogs.