



ARJUN NASKAR

Growth Marketer

San Francisco, CA

Since graduating school, I've been in various high-growth marketing roles. This includes both demand-side and supply-side acquisition for marketplace companies as well as LTV/retention programs. I love segmenting customers and understanding the psychology of their decisions while using data to execute experiments. I'm looking for a role to further my skillset.

WORK EXPERIENCE

STORK

Co-Founder | Jul, 2015 – Sep, 2015

I created an SMS-based telemedicine app for pregnant and new parents. I handled user acquisition, a/b testing, landing page design, remarketing, email marketing, paid advertising.

- Landed a B2B partnership which will net us 100k users

HIREREADY

Co-Founder | Feb, 2015 – Jul, 2015

Created a company to train blue-collar workers for jobs as independent contractors with popular on-demand companies and restaurants.

- Earned \$25k/mo in revenue in our first 2 months

HOMEJOY

Launch Lead | Sr. Marketing Manager | Dec, 2012 – Feb, 2015

I was employee #2 at Homejoy. During my first 9 months, I launched 20 markets. After that, I helped found a formal growth team where I was responsible for CRO, partnerships, and email marketing

FORCE FACTOR | NUTRACLICK

Director | Feb, 2010 – Sep, 2012

Nutraclick is a online direct marketing company, focusing on health and beauty brands. I was responsible for its flagship brand, Force Factor, a men's sports nutrition line. I was responsible for product development, CRO, and offline marketing.

- Launched 4 separate \$10M/yr products

EDUCATION

MIT

Bachelors of Science - Computational Biology

SKILLS

CRO	Email Marketing	Paid Marketing	Partnerships	SQL
Excel	HTML/CSS			

CONTACT INFORMATION

Email: anaskar@gmail.com
Telephone: 6505753251
Website: http://anaskar.com