



ARJUN NASKAR

Growth Marketer & Operator

San Francisco, CA

I've been in various high-growth marketing roles for operations-heavy companies. This includes both demand-side and supply-side acquisition for marketplace companies, product development, market expansion, and 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 elevate my skill set.

WORK EXPERIENCE

STORK

Co-Founder | Jul, 2015 – Sep, 2015

I created an SMS-based telemedicine app connecting new and expecting parents with nurses and lactation consultants. I handled user acquisition, a/b testing, landing page design, remarketing, email marketing, paid advertising, partnerships, and legal.

- Landed a B2B partnership, netting us 100k new users
- Conducted extensive user research to focus our product development
- Created email and content marketing strategy to engage our first 3000 users

HIREREADY

Co-Founder | Feb, 2015 – Jul, 2015

I created a company to train blue-collar workers for jobs as independent contractors with popular on-demand companies and restaurants. We trained 1k workers online and in-person in skills ranging from customer service to food safety.

- Earned \$25k/mo in revenue in our first 2 months
- Partnered with local non-profits and community centers to train their clients
- Built tablet-based and SMS hiring funnels to maximize offline exposure

HOMEJOY

Head of Launching | Sr. Marketing Manager | Dec, 2012 – Feb, 2015

I was employee #2 at Homejoy. During my first 9 months, I launched 20 markets and oversaw expansion into the next 20, eventually growing our client base from 100 to 300,000. After that, I helped found a formal growth team where I was responsible for CRO, partnerships, and email marketing.

- Created the playbook to launch all our cities
- Landed a marketing partnership with Clorox
- Created our email program in Resonsys

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 lead product development, CRO, channel expansion, and offline marketing.

- Launched 4 separate \$10M/yr products online and in GNC
- Negotiated sponsorship contracts with NFL's Vernon Davis, NBA's Derrick Rose, and UFC's BJ Penn
- Negotiated our retail partnerships with Bodybuilding.com and GNC
- Managed international expansion into Canada, Mexico, and Brazil
- Increased retention by creating upsell products and a loyalty program

EDUCATION

MIT

Bachelors of Science - Computational Biology
Awards: Karl Taylor Compton Prize

PROJECTS

BIOGRAPHY DAILY

Sep, 2015
I believe that we should keep learning new things everyday. I created an email series disseminating biographies of famous figures in history and how we can apply their story to our lives today. 15,000 emails go out per month.

SKILLS

Market / Channel Expansion	CRO	Email Marketing	Paid Marketing
Partnerships	SQL	Excel	HTML/CSS

CONTACT INFORMATION

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