

BRENDAN LO

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Experienced growth marketer solving multi-faceted problems through analytical processes supported by data collection, experimentation, and creativity

EXPERIENCE

Director of User Acquisition - Curology 2021 - 2021

- Managed the digital and offline User Acquisition teams to drive new customer growth

Performance & Product Marketing - Pocket Gems 2015 - 2021

- Director of Performance Marketing** - Prototype Games 2020 - 2021
 - Leading the development of internal processes for exploring product market fit, theme direction, and marketing funnel
 - Defining the testing strategy and go-to-market plan for upcoming releases in conjunction with product and finance
 - Managing 2 product marketers in redefining product marketing processes, including app store optimization testing, ad ideation & production, and competitive intelligence
- Head of Performance Marketing** - War Dragons & Wild Beyond 2018 - 2019
 - Owned the performance marketing strategy, KPI's, and results for 2 games
 - Directed the team through testing and onboarding of 3rd-party marketing technologies including ad fraud, in-house programmatic bidder, spend aggregation API, and data management platform
 - Collaborated with analytics team to identify, test, implement, and update tools for improving marketing efficiency, including LTV prediction model, API automation, post-install event identification, and payer prediction models
 - Mentored the performance marketing team, teaching technical skills, data pipeline/process, and optimization best practices
- Product Marketing Manager** - Wild Beyond 2017 - 2018
 - Led a cross-functional team (product, art, legal, senior leadership) through a game naming process by running user feedback sessions and brainstorming, performing concept testing, and managing stakeholder expectations
 - Defined go-to-market plan for new game launch, including audience development, competitive analysis, determining marketing channel & geo mix, setting budgets, and setting KPI's
 - Developed product positioning and brand guides for Wild Beyond (game) and Strange Sevens (game studio)
 - Oversaw development of new game & studio web pages, ad concepts, and PR plan with external agencies
 - Partnered with our internal creative team to build out the creative marketing asset pipeline and testing schedule in preparation for worldwide game launch
- Associate Performance Marketing Manager** - War Dragons 2015 - 2017
 - Grew partnership and spend with key channel partners including Facebook and programmatic DSP, both top 5 channels in terms of revenue
 - Revamped creative process by experimenting with testing strategies, aligning a cross-functional team around KPI's, and implementing various process improvements, resulting in improved results and production

Senior Associate, Decision Sciences - Universal McCann 2013 - 2015

- Analyzed advertising campaign performance across digital, print, and TV

Structural Designer - Degenkolb Engineers 2009 - 2012

- Ran computational building models through earthquake scenarios, analyzing data to inform structural building design

Structural Designer - Magnusson Klemencic Associates 2008 - 2009

- Analyzed and designed earthquake resistant buildings and provided engineering support during construction

EDUCATION

M.S. Structural Engineering - University of California, Berkeley 2007 - 2008

B.S. Civil Engineering - University of California, Berkeley 2003 - 2007