



Emily Lai

"The greatest things I will do
this lifetime will be done
with other people."

/ CONTACT

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/ SKILLS

■ ■ ■ ■ ■ Paid acquisition
■ ■ ■ ■ ■ Conversion optimization
■ ■ ■ ■ ■ Copywriting
■ ■ ■ ■ ■ Customer development
■ ■ ■ ■ ■ Growth experiments
■ ■ ■ ■ ■ SEO, Content Marketing
■ ■ ■ ■ ■ GA, GTM, Pixels
■ ■ ■ ■ ■ Attribution modeling
■ ■ ■ ■ ■ Email marketing
■ ■ ■ ■ ■ Coaching and teaching

/ EXPERIENCE

>> Co-founder at Blest January 2020 - May 2020 | Remote/ NYC

Blest was an online school helping people start small online businesses, starting with digital products. We pivoted to build a community management platform that helped creators save time engaging and growing their communities.

- > Generated \$16k in deposits Q1 through outreach (LinkedIn automation and organic content in Facebook groups) with no paid advertising
- > Created and ran weekly growth experiments to test assumptions on end users, channels, and positioning
- > Coached tech newbies on how to create a digital product, find users, and sell
- > Conducted 15+ customer development interviews weekly to acquire users and plan product sprints

>> Senior Media Buyer, Paid Social at Jump 450 January 2019 - March 2020 | NYC

- > Directly managed \$800k - \$2mm/month in media buying spend on paid social channels including Facebook, Instagram, Snapchat, Twitter, and Pinterest
- > Generated over \$22mm+ in front-end revenue for companies in financial tech, health and wellness, e-learning, and eCommerce verticals (some clients included The Motley Fool, Daily Burn, Four Sigmatic, MoneyLion)
- > Leveraged BI tools to integrate cross channel and platform APIs to create cohort analyses, pacing tables, and attribution models (e.g. Combining Facebook Ads Manager, Google Analytics, Shopify, and Salesforce)

>> Growth Consultant and Digital Marketer January 2018- Present | Remote

I consult brands on performance marketing, conversion optimization, funnels, and growth. I also host workshops and presentations.

- > Increased sales by 122%, decreased CPA by 18% and increased Facebook performance spend by 81% up to \$50,000 monthly for a DTC wellness company
- > Acquired 125+ new membership subscriptions at \$80 CAC for a life coach through building out an optimized funnel with lead magnets and upsells
- > Presented and hosted Facebook Advertising workshops at Dojo Bali and Start Me Up Careers
- > Managed spends from \$300/month up to \$50k/month

/ INTERESTS

- > Increasing access to education, mental health toolkits, and wealth generation opportunities
- > Personal experiments related to psychology, consciousness, energy maximization, and creativity
- > Future of work, observing Gen Z, no-code applications

/ EDUCATION

>> Zero to Mastery Coding Course (Full stack engineering) Presently taking

>> University of Oregon (2012-2015) B.A. Business Administration, Entrepreneurship

