

Greyson A. Lampley

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Education

Washington University in St. Louis

Major / Minor: Economics / Cognitive Neuroscience

Anheuser-Busch InBev

Bud Light, Budweiser, Busch Light Media Los Angeles, CA

Sr. Manager December 2022-Present

- Executed Busch Light and Budweiser's 2023 Super Bowl campaigns across linear TV, CTV and Digital. Busch Light was the #3 mentioned brand in the Super Bowl, boasting the brand's most successful campaign to date
- Pivoted Bud Light's media strategy in response to the April '23 Mulvaney crisis, heavying investment in key passion points such as country music and football

Social Listening and Analytics Los Angeles, CA

Manager November 2021-November 2022

- Delivered comprehensive PRD to Data Automation engineers for KPI reporting tool that spans across 8 of the biggest brands in beer
- Automated reporting tool in Datorama that saves 8 hours of manpower per month, as well as standardizes reporting numbers and template across brands

Global Management Trainee Rotational Program

BEES App Nashville, TN

Support Team Manager March 2021-June 2021

- 15% reduction in ticket resolution time from Support team empowerment initiatives
- Originated KPIs and accompanying dashboard in Datastudio to track Support ticket turnaround and satisfaction
- Led transition to new ticket handling system from Jira to Zendesk, thus increasing process automation by 2x

San Diego Wholesaler San Diego, CA

BEES Implementation Project Manager June 2021-November 2021

- Created and implemented BEES target tracker and "account selection" tool to equip sales reps to hit their new 15% BEES Net Revenue target

Newark Brewery Newark, NJ

Utilities Project Engineer September 2020-March 2021

- Cut brewery Total Purchased Energy costs by \$27,000 from 2 vented steam reduction initiatives (Brewhouse schedule optimization + PCL re-programming)

Other Relevant Experience

Mercury Fund Houston, TX

Technology Summer Analyst May 2019-August 2019

- Modeled waterfall analysis to calculate fund payout at portfolio company's Series B financing
- Implemented "engineering scalability" playbook on process and architecture to equip GPs and portfolio CTOs

Arch App (Rewards bar-goers for going out in groups) St. Louis, MO

Co-founder June 2018-January 2020

- Acquired 12 vendor partners to pilot and test product features across our 300 early consumer adopters
- Won \$5,200 in equity-free funding across 2 pitch showcases, Pipeline Innovators and Skandalaris Venture Competition

Pyramid Promotions LLC St. Louis, MO

Owner, Operator July 2017-December 2020

- Grossed \$100K in revenue by coordinating large scale social events at local venues by working directly with owners and third-party production teams

Skills & Certifications

Coursera's *NLP Specialization*, MIT's *Designing and Building AI Products and Services*, Python, Marketing Analytics