# Key Accomplishments at MAVAN (VP of Growth & Chief AI Officer)

## Client Growth Successes

* **Global Fitness Brand (Annual Event Campaign):** Within a 60-day sprint, led a full-funnel marketing push that reversed a projected decline in event registrations. Achieved a *hockey-stick* uptick in sign-ups, ultimately regaining most of the anticipated shortfall, with acquisition efficiency exceeding a **3.0 LTV:CAC** (customer lifetime value to acquisition cost)[[1]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_). This success led the client to retain MAVAN for year-long strategic planning, entrusting us with a comprehensive growth roadmap for the next year[[2]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_).
* **AI Voice Technology (ElevenLabs):** Scaled ElevenLabs’ paid search marketing from scratch to a **high six-figure monthly budget** while maintaining profitable unit economics (sub-12-month payback period on customer acquisition)[[3]](https://docs.google.com/presentation/d/1-4U_uK8m-zSHX_IXgxu60TBizwy3CTJxseczXy17gAQ). Expanded their search campaigns into **20+ international markets**, achieving positive ROI across geographies and transforming search into one of the company’s highest-performing acquisition channels[[3]](https://docs.google.com/presentation/d/1-4U_uK8m-zSHX_IXgxu60TBizwy3CTJxseczXy17gAQ). *(*Client testimonial: *“Within months, MAVAN scaled our Search spend to a high six-figure monthly budget, maintaining efficiency… we were able to confidently transition the program in-house.” – Luke Harries, Head of Growth*[*[4]*](https://docs.google.com/presentation/d/1-4U_uK8m-zSHX_IXgxu60TBizwy3CTJxseczXy17gAQ))\*
* **AI SaaS Platform (Fireflies.ai):** Drove massive growth in paid acquisition for Fireflies, **increasing monthly ad spend 6.7×** (from ~$24K to $162K between Oct ’24 and Feb ’25) while keeping strong performance on key campaigns[[5]](https://docs.google.com/document/d/1nQZawXe_wg_SaBHOApYL5UlFNwrTwNb9PgPnmtAhjCw). Non-brand search campaigns reached ~**1.5× ROAS**, and the expansion into **31 new regions** boosted overall search impression share significantly – e.g. core brand term visibility grew from 34% to 64% in the US/UK/CA markets[[6][7]](https://docs.google.com/document/d/1nQZawXe_wg_SaBHOApYL5UlFNwrTwNb9PgPnmtAhjCw). These efforts validated the scalability of Fireflies’ paid channels by hitting target CAC (~$160) and proving out new geographies and competitor keyword opportunities.
* **Crypto/Art NFT Startup (Go-to-Market Launch):** Assembled a full-stack growth team in under 60 days for an innovative NFT marketplace, crafting a go-to-market strategy that balanced crypto and art audiences. Led an 8-person content and design team to build brand presence and virality. The launch crushed expectations – we drove **13× the targeted number of waitlist sign-ups in the first 48 hours**, far exceeding optimistic projections[[8]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_). Demand quickly outpaced supply (waitlist oversubscribed), social channels gained thousands of engaged followers, and PR coverage was **3× the average** for similar launches[[8]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_).
* **Fintech Lender (B2B eCommerce Financing):** Partnered with a fintech client post-Series A to accelerate their customer acquisition and build internal growth capabilities. In an initial 4-week “blueprint” analysis, identified high-impact channels and then led execution on paid search and paid social. **Built out the company’s performance marketing engine** from the ground up, which became the catalyst for their viral growth loops[[9]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_). Notably **proved paid search as a viable and scalable channel** (overturning the client’s prior assumptions) and delivered a significant lift in qualified lead volume at acquisition costs *below* the client’s expectations[[10]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_).
* **Legal-Tech Startup (Personal Injury Leads):** Developed and executed a stealth-growth plan for a legal services platform testing a new market. Established the brand’s digital presence (website, tracking, CRM integration) and ran targeted Google Ads campaigns with thousands of high-intent keywords. Successfully built the entire growth funnel to validate the product’s economics – scaled ad spend **beyond the initial target** while **decreasing cost-per-lead (CPL)** to match the performance of the best existing channels[[11]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_). Our work provided the data and confidence for the company to pursue the personal injury segment, having proven the MVP’s viability under real market conditions[[12]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_).

## AI & Innovation Initiatives

* **AI-Driven Efficiency:** Implemented AI-powered analytics frameworks that dramatically cut down manual analysis and reporting time. By introducing custom data analysis prompts and pipeline automation, reduced the weekly data-crunching workload **by ~75% (from ~4 hours to 1 hour per client)**[[13]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8). In tandem, deployed automated report generation workflows that produce weekly performance insights with **under 15 minutes of human input**, freeing up the team’s time for strategy and creative work[[14]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8).
* **Integrated Data Platform & Dashboards:** Built a unified **“single source of truth”** data platform for marketing performance, consolidating multi-channel metrics into live dashboards. This eliminated ad-hoc spreadsheet reporting and enabled the team to run all client Weekly Syncs and QBRs using real-time dashboards alone[[15]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8). Additionally, spearheaded a $25K engineering partnership to automate data aggregation and insight generation, establishing always-on pipelines for spend, ROI, and KPI tracking across all clients[[16]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8). *Result:* more proactive management and the ability to spot opportunities or issues instantly across ~$300K/month in ad spend.
* **Scaling Capacity via AI:** Leveraged efficiency gains from AI and automation to **scale MAVAN’s client load without expanding headcount**. By Q3 2025, this approach enabled us to onboard **two new clients each generating $25K+ MRR** – adding significant revenue – with zero increase in full-time staff[[17]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8). These wins demonstrated how AI integration directly translated to business growth, essentially allowing a *+20%* increase in managed revenue while holding team size constant.
* **AI Culture & Team Adoption:** Championed a company-wide shift to an “AI-first” culture in daily operations. Introduced policies such as requiring an AI-assisted first draft for **100% of key client deliverables** and adding an “AI Assist Used?” checkbox in task workflows[[18]](https://docs.google.com/document/d/1z4Bi_2HjBhSlp6Qf1yMbnB2dpgMwiT08nUprFJXf2Is). Ran weekly AI Office Hours and hands-on workshops to showcase automation ideas (e.g. using GPT-4 to summarize ad performance or generate draft creative briefs)[[19]](https://docs.google.com/document/d/1z4Bi_2HjBhSlp6Qf1yMbnB2dpgMwiT08nUprFJXf2Is). These efforts drove rapid adoption – by late 2025, **over 80% of the team was leveraging LLMs daily**, with each core team member saving an estimated **6+ hours per week** through AI tools and shortcuts[[20]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8). This not only boosted productivity, but also fostered an environment of continuous innovation and upskilling in the team[[21]](https://docs.google.com/document/d/1RB8mNoS4x7F-MgCTN_rkE6oMorjh6aLwH09UQVmKGB0).

## Business Growth & Leadership Impact

* **Revenue Growth & Profitability:** Steered MAVAN’s agency business to consistent growth and profitability. During my tenure, annual revenue climbed into the **mid-seven figures** (on track for ~$2.3M in 2024)[[22]](https://drive.google.com/file/d/1SHujj_aFFuf262Qz-UchigP7KfqKzWgE), while maintaining healthy margins. We achieved a ~**60% gross profit margin** on our services in 2023–2024, ensuring a strong buffer for reinvestment and team profit-sharing[[23]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8). This financial discipline positioned MAVAN as a self-sustaining, profitable engine to fuel new ventures.
* **Marquee Client Acquisition:** Played a key role in expanding MAVAN’s client portfolio to include marquee brands across multiple industries. Notable wins include a **global fitness leader**, cutting-edge **AI startups** like ElevenLabs, and high-growth fintech and consumer companies. These high-profile engagements not only drove revenue but also elevated MAVAN’s market reputation as a go-to growth partner with a **“track record of transformational impact”**[[24]](https://drive.google.com/file/d/1SHujj_aFFuf262Qz-UchigP7KfqKzWgE), helping attract further inbound leads and referral business.
* **Client Satisfaction & Retention:** Emphasized quality and consistency in client delivery to drive satisfaction and long-term retention. Instituted a rigorous Quarterly Business Review process for every client – a structured agenda to review KPIs, wins, challenges, and next-quarter plans – which significantly improved strategic alignment[[25]](https://docs.google.com/document/d/1hmcXBjiuzOUlG-QEndHqvR7W7j5Uc1w-ipiCtUyVx3U)[[26]](https://docs.google.com/document/d/1ZLUCrmoqN39hE3yLTZ_ulHzaLoUx8WUUx3fEBaq4IVo). As a result, MAVAN maintained **excellent client satisfaction (CSAT)** scores (generally 8+/10 each quarter)[[27]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) and nurtured strong relationships that led to upsells and referrals. Several clients expanded their scope with us after seeing clear ROI and proactive strategy from these QBRs.
* **Operational Leadership:** As the company grew, stepped up to lead internal operations and cross-functional coordination. I took on much of the day-to-day oversight of the agency’s delivery and account management, effectively acting in a COO capacity so that our CEO could devote ~90% of his time to launching a new venture fund[[28]](https://docs.google.com/document/d/1pUFc5PS6F4GxCco3QFrbgLE9PdVYUK9Pm_XCzNrG_UQ). Under this arrangement, I managed MAVAN’s P&L, led sales pitches/proposals for new business, and mentored the growth and product teams – ensuring that the agency ran smoothly and **scaled without CEO involvement in daily execution**[[29][30]](https://docs.google.com/document/d/1pUFc5PS6F4GxCco3QFrbgLE9PdVYUK9Pm_XCzNrG_UQ). This transition was critical in enabling MAVAN’s long-term strategy (an agency + venture studio model) to take shape.
* **Talent Network & Scalable Staffing:** Built out MAVAN’s **“Proven Operator Network,”** a bench of elite contractors and specialists (growth marketers, data analysts, designers, etc.) exceeding **170 vetted operators**[[31]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8). I led the design and rollout of our internal talent platform (“Mavan Nexus”) to organize this network, which allowed us to rapidly assemble bespoke teams for client projects without permanent headcount growth[[31]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8). By developing clear playbooks, SOPs, and an onboarding pipeline for these fractional experts, we ensured high-quality delivery at scale. This scalable resourcing model removed growth bottlenecks and made new client onboarding much more agile (new projects could be staffed in days with pre-vetted talent).

[[1]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_) [[2]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_) [[8]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_) [[9]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_) [[10]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_) [[11]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_) [[12]](https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_) Mavan\_2021 Case Studies.pdf

<https://drive.google.com/file/d/115QkI_3hp-4sgDLoMj1LN6SxjJBIJcS_>

[[3]](https://docs.google.com/presentation/d/1-4U_uK8m-zSHX_IXgxu60TBizwy3CTJxseczXy17gAQ) [[4]](https://docs.google.com/presentation/d/1-4U_uK8m-zSHX_IXgxu60TBizwy3CTJxseczXy17gAQ) [For Review] MAVAN Testimonial & Case Studies DRAFT\_ElevenLabs

<https://docs.google.com/presentation/d/1-4U_uK8m-zSHX_IXgxu60TBizwy3CTJxseczXy17gAQ>

[[5]](https://docs.google.com/document/d/1nQZawXe_wg_SaBHOApYL5UlFNwrTwNb9PgPnmtAhjCw) [[6]](https://docs.google.com/document/d/1nQZawXe_wg_SaBHOApYL5UlFNwrTwNb9PgPnmtAhjCw) [[7]](https://docs.google.com/document/d/1nQZawXe_wg_SaBHOApYL5UlFNwrTwNb9PgPnmtAhjCw) [Fireflies] MAVAN QBR Plan\_INT

<https://docs.google.com/document/d/1nQZawXe_wg_SaBHOApYL5UlFNwrTwNb9PgPnmtAhjCw>

[[13]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) [[14]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) [[15]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) [[16]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) [[17]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) [[20]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) [[23]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) [[27]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) [[31]](https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8) Copy of 2025 Objectives

<https://docs.google.com/spreadsheets/d/152gnAUVPwOTnPf6DtKJt6AFh65warjXGRAISD3GZqR8>

[[18]](https://docs.google.com/document/d/1z4Bi_2HjBhSlp6Qf1yMbnB2dpgMwiT08nUprFJXf2Is) [[19]](https://docs.google.com/document/d/1z4Bi_2HjBhSlp6Qf1yMbnB2dpgMwiT08nUprFJXf2Is) Plan to drive AI adoption at MAVAN

<https://docs.google.com/document/d/1z4Bi_2HjBhSlp6Qf1yMbnB2dpgMwiT08nUprFJXf2Is>

[[21]](https://docs.google.com/document/d/1RB8mNoS4x7F-MgCTN_rkE6oMorjh6aLwH09UQVmKGB0) Malachi Responsibilities - Post Hiring VP of Growth to Lead Client Work

<https://docs.google.com/document/d/1RB8mNoS4x7F-MgCTN_rkE6oMorjh6aLwH09UQVmKGB0>

[[22]](https://drive.google.com/file/d/1SHujj_aFFuf262Qz-UchigP7KfqKzWgE) [[24]](https://drive.google.com/file/d/1SHujj_aFFuf262Qz-UchigP7KfqKzWgE) MAVAN Vision Traction Organizer-20240901.pdf

<https://drive.google.com/file/d/1SHujj_aFFuf262Qz-UchigP7KfqKzWgE>

[[25]](https://docs.google.com/document/d/1hmcXBjiuzOUlG-QEndHqvR7W7j5Uc1w-ipiCtUyVx3U) 38TERA | QBR - 2025/06/04 10:54 PDT - Notes by Gemini

<https://docs.google.com/document/d/1hmcXBjiuzOUlG-QEndHqvR7W7j5Uc1w-ipiCtUyVx3U>

[[26]](https://docs.google.com/document/d/1ZLUCrmoqN39hE3yLTZ_ulHzaLoUx8WUUx3fEBaq4IVo) [38TERA] MAVAN QBR Plan\_INT

<https://docs.google.com/document/d/1ZLUCrmoqN39hE3yLTZ_ulHzaLoUx8WUUx3fEBaq4IVo>

[[28]](https://docs.google.com/document/d/1pUFc5PS6F4GxCco3QFrbgLE9PdVYUK9Pm_XCzNrG_UQ) [[29]](https://docs.google.com/document/d/1pUFc5PS6F4GxCco3QFrbgLE9PdVYUK9Pm_XCzNrG_UQ) [[30]](https://docs.google.com/document/d/1pUFc5PS6F4GxCco3QFrbgLE9PdVYUK9Pm_XCzNrG_UQ) [MAVAN] Malachi Vision Letter - MAVAN 2025 EOY\_INT

<https://docs.google.com/document/d/1pUFc5PS6F4GxCco3QFrbgLE9PdVYUK9Pm_XCzNrG_UQ>