

Jack Morello

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Senior Marketing Executive | Growth Strategy & Performance Marketing

Results-driven marketing leader with 8+ years of experience scaling technology companies across AI, fintech, and digital platforms. Proven track record of building go-to-market strategies, driving user acquisition, and establishing new product categories in emerging technology markets.

CRIBS.FUN — Los Angeles, CA

Co-Founder | September 2025 – Present

Building mobile-first real estate price guessing game combining geolocation gaming mechanics with property market education.

- **Product Development:** Leading go-to-market strategy for iOS, Android, and web launch targeting viral mobile gaming market
- **Game Design:** Developed core gameplay loop inspired by GeoGuessr with real estate price estimation mechanics and competitive leaderboards
- **Monetization Strategy:** Designed freemium model with subscription tier and credit-based hint system
- **Content Strategy:** Building viral social media strategy leveraging TikTok and Instagram for organic user acquisition
- **Technical Leadership:** Coordinating with development team on React Native implementation and real estate data API integration

DEVOLVED AI — Woodland Hills, CA

Marketing Manager | September 2024 – June 2025

Led marketing strategy that scaled AI platform to \$100M valuation.

- **Go-to-Market Strategy:** Developed comprehensive product positioning and launch strategy for AI agent platform serving enterprise and consumer markets
- **User Experience:** Streamlined platform interface reducing user onboarding friction and improving conversion rates
- **Brand Development:** Led complete company rebrand and market positioning strategy

- **Revenue Growth:** Built marketing framework supporting company growth to \$100M valuation
- **Product Marketing:** Oversaw launch communications for autonomous AI agents with integrated marketplace functionality

NEAR TASKS — Los Angeles, CA

Head of Marketing | April 2022 – June 2024

Managed full marketing strategy for AI-powered task marketplace.

- **User Acquisition:** Grew registered user base from launch to 12,000 users in 18 months through targeted digital campaigns and community building
- **Revenue Generation:** Contributed to \$1.8M+ in platform transaction volume through strategic user engagement and conversion optimization
- **Product Launch:** Led go-to-market for marketplace features, achieving 15% adoption rate among active users within first year
- **Performance Marketing:** Implemented A/B testing protocols, improving user acquisition costs by 60% and conversion rates by 140%
- **Community Growth:** Developed user engagement programs creating additional revenue streams through gamified interactions

DTRAVEL — Los Angeles, CA

Head of Digital Growth | April 2021 – April 2022

Directed digital marketing strategy during Series A funding round and marketplace development.

- **Community Growth:** Scaled social media following from 7,000 to 55,000+ across platforms, supporting successful \$8M Series A funding
- **Supply-Side Development:** Built host acquisition program, onboarding 2,000+ property hosts to establish marketplace inventory
- **Product Marketing:** Managed launch communications for booking platform, driving early adoption among target users
- **Revenue Initiatives:** Developed digital collectible program generating \$750K in additional ecosystem revenue
- **Market Analysis:** Conducted competitive research and positioning analysis in travel technology sector

IHEARTMEDIA — Los Angeles, CA

Paid Media Manager | January 2020 – April 2021

Managed programmatic advertising campaigns for entertainment and automotive clients across digital platforms.

- **Campaign Management:** Executed paid media strategies for major accounts including Starzplay and Toyota across Facebook, Instagram, Twitter, and Snapchat
- **Performance Optimization:** Implemented bidding strategies and campaign optimizations to maximize client return on ad spend
- **Reporting & Analytics:** Delivered strategic insights and performance analysis to guide media planning and budget allocation
- **Client Relations:** Maintained relationships with key stakeholders, ensuring campaign objectives aligned with marketing goals

EPK.TV — Los Angeles, CA

Content Merchandiser | August 2018 – January 2020

Coordinated digital asset distribution for entertainment marketing campaigns.

- **Studio Relations:** Managed content partnerships with 20+ major studios including Disney, Amazon, Sony, NBC, and Netflix
- **Asset Management:** Coordinated weekly delivery of digital marketing assets for promotional campaigns
- **Process Optimization:** Streamlined content delivery workflows to improve turnaround times and reduce distribution errors

LAUNDRY SERVICE — Los Angeles, CA

Copywriter & Social Media Manager | May 2017 – December 2017

Created content and managed social media strategy for consumer technology and entertainment brands.

- **Content Creation:** Developed social media copy and engagement strategies for LG Mobile and Twitter's corporate channels
- **Analytics:** Analyzed social media performance data to optimize content strategy and improve engagement metrics
- **Brand Voice:** Maintained consistent brand messaging across multiple client accounts and social platforms

Education

Bachelor of Science, Integrated Marketing Communications

Ithaca College | Ithaca, NY

Skills

Core Marketing Competencies: Go-to-market strategy, P&L management, product positioning, growth marketing, performance marketing, programmatic advertising, social media marketing, data analytics, A/B testing, user acquisition, conversion optimization, team leadership, client management.