

Kyle Bahr

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Core Strengths

Growth & Demand Gen
Performance Marketing
Data-Driven Strategy
Marketplace Dynamics
Product-Led Growth
Conversion Optimization
Pricing & Monetization
Brand Positioning

Tools & Tech

Salesforce / Pardot
Google Analytics
Google Ads
Power BI
Zapier
Excel / Sheets
Trello
Cursor
Photoshop / Illustrator
Figma
WordPress
Zurb Foundation

Beyond Marketing

HTML, CSS, SQL, Python,
TypeScript

Built. Scaled. Fixed. Led marketing for startups and high-growth SaaS—launching products, growing marketplaces, and turning attention into revenue. From legal tech to investment networks, I've driven growth, rebuilt brands, and figured out what actually moves the needle.

Experience

InfoTrack — Director of Marketing

2022 - Present

- Launched and drove marketing for a new business unit, generating 16,000+ orders from 1,200+ law firms in year one—carving out market share in a competitive legal tech space.
- Built the supply side of a two-sided legal marketplace, assembling a network of 500+ process servers to meet law firm demand.

ServeManager — Director of Marketing

2019 - 2022

- Grew MRR from \$58.6K to \$138.3K (+136%) by turning demand gen, retention, PPC, and pricing into revenue engines—leveraging product-led growth to compound gains.
- Boosted CLTV/CAC from 2.88 → 4.34 by identifying a high-churn, low-value segment and shifting focus to premium subscribers—optimizing product, onboarding, sales, and marketing to drive retention.
- Scaled an early-stage eFiling product into a \$10K+/month revenue stream in 36 months, driving adoption through paid search, SEO, partnerships, email, and webinars in a competitive space.

Slow Money Institute — Director of Marketing

2016 - 2019

- Expanded deal flow from \$30M (<250 deals) to \$100M (1,000+ deals) in six years by growing a decentralized network of investment clubs, crowdfunding initiatives, and high-impact events.
- Increased event revenue from \$320K to \$525K (+34% in paid attendees) year-over-year by capitalizing on Facebook's underpriced attention—engineering high-ROI paid + organic campaigns to drive reach and ticket sales.

Slow Money Institute — Growth Marketing Manager

2013 - 2016

- Revamped our nonprofit's web presence, replacing an outdated tech stack with a modern, high-performance platform—enhancing SEO, engagement, and conversion flow while personally leading design, development, and content.
- Launched a bi-annual publication from scratch, overseeing content, design, and distribution to establish it as a fundraising + movement-building tool—expanding reach, deepening engagement, and strengthening donor relationships.

Education

University of Minnesota

2006 - 2010

- B.S. in Sport Marketing, *Emphasis in Entrepreneurial Management*