

# MORGAN BAILEY

Experienced growth marketing leader with history of scaling revenue, customer acquisition, and market share through user-centric innovation and strategic marketing tactics across DTC, SMB, and enterprise sized companies. Highly analytical with ability to effectively build processes and strategy from the ground up. Passionate about finding scrappy and efficient ways to set and exceed business KPIs at early- and mid-stage startups.

## Experience

**VP, Product and Performance, QuickFrame**

October 2019 – Present

*Previously Senior Director, Product and Performance*

Responsible for creating the vision and strategy for both the Product and Performance teams to deliver against company revenue goals. Assists companies in digital marketing strategy across various verticals, objectives, and KPIs by implementing creative testing as a lever for profitable scale of user acquisition and retention. Promoted to executive team within 6 months for building and launching the performance video offering - attributable to 35% of gross revenue in 2020.

- Leads performance team that oversees video advertising for 20-30 performance marketing clients, inclusive of NURX, Everlane, Hasbro, Owlet, DoorDash, Gainful, Prose, Native, Outer and more.
- Built and manages the Product Roadmap for SaaS offering, Video Intelligence, that uses ML to attribute creative elements to performance outcomes. Planned GTM for alpha July 2020.

**Manager, Paid Media, Glossier**

September 2018 – October 2019

Third hire on Growth Team enlisted in owning 90% of \$10-30MM/month marketing budget. Managed all global paid social channels, direct mail, and experimental channels (OTT/CTV, TikTok, etc). Scaled paid media budget 200%+ YoY with resulting 300% decrease in CAC through restructuring of Facebook/Instagram advertising account (80% of total acquisition budget), developing iterative testing plans, launching Pinterest and Snapchat advertising and launching digital presence in Europe.

- Responsible for C-Suite and board monthly and quarterly user acquisition reporting, weekly performance marketing reporting for CEO, and bi-weekly creative reporting for internal creative team
- Set quarterly budgets and associated KPIs alongside finance team for user acquisition

**Paid Social Manager, Uncommon Goods**

August 2017 – September 2018

**Assistant Marketing Manager, Advertising Specialty Institute**

July 2016 – July 2017

**Research Assistant, The Wistar Institute**

October 2013 – July 2016

## Education

**B.S. Human  
Physiology**  
Drexel University

## Skills

- Data analysis
- Attribution modeling
- Creative testing
- Product management
- UX Research
- SQL

## Contact

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