

Noah Manion

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Experience

Director of Growth, LandscapeHub

2019 - 2019

- Launched Lead Generation Campaign focused on bringing qualified buyer leads through Facebook, Google & LinkedIn. Reduced CPL by 45% over four months.
- Built, Tested & Iterated upon landing pages experimenting with page copy, layout, lead form length & unique selling propositions. Used CSS & JavaScript to create multi step forms & wizards. Increased conversion rate by 400%.
- Created system to plan, track and report on growth experiments, with several tests increasing new user activation by >75%
- Set up sales enablement system using HubSpot, combined internal data to HubSpot properties & custom events to marry data generated by Hubspot with live web app user data.
- Created and executed sitewide A/B tests using Google Optimize
- Created a system of Growth and BI dashboards for easier investor and board communication.
- Ad hoc SQL query creation

Growth Manager, Digital Intent & Founder Equity

2015 - 2019

- Validated product-market fit for several clients by planning and executing marketing MVP smoke tests.
- Lead Growth & Analytics strategy for Eat Purely, a Founder Equity Fund investment, to activate leads, resurrect churned customers & develop new strategies to increase basket size and reorder rate.
- Developed and executed on user resurrection & referral campaigns for Eat Purely to increase weekly sales by 20%
- Graduated S'more, a free lock screen monetization app, from an experimental innovation project to a product integrated into the client's core business and was eventually sold to another partner.
- Developed growth strategy for, S'more. Achieved 360,000 downloads and 45,000 DAU in 11 months with a blended cost of \$2.50/user.
- Plan & update product health & BI dashboards (and underlying BigQuery data warehouse) to monitor feature usage & adoption and uncover growth opportunities.
- Lead product strategy to increase activation, retention & referral metrics for S'more, an app with 80,000 DAUs.
- Set up a robust user support & feedback system to respond to over 1000 requests/day and transform them into actionable product insights.
- Build & test numerous landing pages & acquisition strategies, messaging & tactics including creating interactive quizzes. Set up event tracking tags both by hand and with a tag manager
- A/B tested new product features, lead generation & lead nurturing strategies
- Built a 12,000 person email list for people interested in pre-ordering a luxury homegoods product.
- Worked to develop a B2B sales strategy to put luxury homegoods products in stores
- Worked to find product-market fit & initial traction for a monthly box subscription service
- Lead conversion rate optimization & assist on B2B lead nurturing project for an outsourced accounting firm

SEM Specialist, Brad's Deals

2014 - 2015

- Manage a monthly paid customer acquisition spend of at least \$750,000
- Forecasted channel spend by modeling payback for acquired customers.
- Optimized bid strategy for paid marketing campaigns by weighing historical ROI, click & conversion rates to calculate a bid strategy for various demographic and interest targets.
- Reduced CPA for search campaigns by 40-60%

- Created a paid acquisition strategy that reduced CPA by 30-40%
- Reduced CPI for Mobile Apps by up to 40%
- Manage search, display and social media acquisition channels
- Perform multivariate testing on all aspects of the customer acquisition process
- Create and manage performance dashboards
- Automate SEM campaigns through the use of AdWords Scripting
- Incorporated Google Apps API to automate monitoring of paid placement campaigns

Technical Marketing Instructor, Startup Institute

2014-2015

- Taught all aspects of Digital Marketing at RampUp, the part time Startup Institute program
- Specialized in Wordpress, Analytics, Search Marketing & Conversion Rate Optimization for full time Startup Institute program

Freelance Growth Marketer

2014 - 2015

- Create and deliver reports and dashboards on customer and marketing analytics
- Plan and execute customized user acquisition strategies
- Manage AdWords and other PPC campaigns for a variety of clients
- Plan SEO and content marketing strategies.
- Audit websites/apps to increase conversion/customers
- Drive growth to projects and companies in a variety of industries including EdTech, On-Demand Services and Mobile Apps.

Technical Marketing Student, Startup Institute

2014

- Completed training in HTML, CSS, Adobe Creative Suite, SQL, Paid Placement, SEO Strategies, User Testing and Brand Identity Strategies.
- Part of the team that won the IdeaHack Challenge to create an outreach and sales strategy for Commogri, a social network that connects volunteers to non-profits
- Completed project work for L-Street Collaborative on their Crowdfynd product by creating a sales and outreach strategy and growing their monthly active user bases

Database Coordinator, CommuterLink

2007-2013

- Analyzed application usage and new user registrations to identify changing travel patterns and target business development efforts
- Prepared business development plans based on spatial analysis of public open data on parking availability, traffic levels and past client experiences
- Oversaw development of a CMS system for the application to extend the software's use to corporate partners.
- Created automated user communication plans
- Prepared reports on traveler perception of the program
- Managed the development and presentation of a full featured online park and ride map
- Developed bike-buddy commuting program

Education/Certifications/Awards

Eugene Lang College, New School University

2005-2009

BA Liberal Arts/Urban Studies

Startup Institute - Chicago

2014

Technical Marketing Track

Marking Awesome Award – Brad's Deals

July 2015

Employee of the Month