

# Erin Wallace

*Growth Hacker*

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## Professional Summary

Growth Hacker with 5 years of experience optimizing user journeys, executing growth sprints, and scaling digital channels through experimentation. Adept at running conversion-focused campaigns and leveraging product-led growth strategies.

## Skills

Growth Sprints, CRO, Funnel Optimization, Email Automation, Landing Page A/B Testing, GA4, Customer Onboarding, Zapier/No-Code Tools, CRM Workflows, Referral Systems

## Experience

Growth Hacker - FunnelForge Inc. (2020 - Present)

- Conducted rapid experimentation cycles to improve MQL-to-SQL conversions by 35%.
- Created lifecycle automation workflows that increased retention.
- Partnered with product teams to drive in-app engagement through gamified elements.

Marketing Strategist - LeapTactics (2018 - 2020)

- Ran paid social experiments to validate new acquisition channels.
- Designed viral contest campaigns using referral tracking systems.

## Education

B.S. in Business & Digital Innovation, Drexel University, 2017