

Derek Foster

Senior Growth Hacker

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Professional Summary

Senior Growth Hacker with 9+ years of experience scaling startups and mature brands through high-impact growth strategies. Expert in building data-driven growth engines, optimizing full-funnel conversion, and leading cross-functional growth pods.

Skills

Growth Strategy, Team Leadership, Full-Funnel Optimization, Behavior Analytics, Virality Engineering, GA4, Mixpanel, SQL, Product-Led Growth, Experiment Design

Experience

Senior Growth Hacker - RocketBoost Labs (2018 - Present)

- Designed growth playbooks that led to a 3x increase in user acquisition.
- Launched multi-touch onboarding flows that reduced churn by 40%.
- Mentored junior growth hackers and scaled experimentation processes.

Growth Marketing Manager - ClickRoute (2014 - 2018)

- Led referral marketing initiatives that generated 25% of monthly active users.
- Developed in-app trigger-based engagement campaigns.

Education

MBA in Growth & Analytics, University of California, Berkeley - Haas, 2013