

SEAN SPERTE

I'm a designer, entrepreneur, and team builder with over 20 years experience in products, media, and marketing.

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2017 → now: Remitly

Creative Director

- Led global, cross-channel creative campaign initiatives
- Established +90% visual consistency of marketing collateral
- Built out global Brand and Style Guide
- Achieved equity in compensation for team

Senior Product Marketing Manager

- Established customer-centric Conversion marketing processes and team
- Increased new customer conversion rate by ~7% in a quarter

2011 → 2017: Tagboard

Co-founder; Chief Product Officer

- Helped raise \$4M+ in investment capital
- Helped build a sustainable business with millions in annual revenue
- Served as a Board member; weighed in on and voted on strategic decisions
- Designed and defined company brand with over 1.7B monthly impressions
- Designed, built, and delivered first product prototype
- Recruited and led 15-person product team to build and deliver three distinct product offerings to 2000+ customers
- Co-drafted a first action allowance patent, externally valued at six digits
- Helped define and develop company culture, resulting in higher-than-industry-average talent retainment and employee engagement
- More info: bit.ly/spertewhatsnext

2009 → 2017: Sky Balloon

Co-founder; Principle Designer

- Worked with engineering counterparts on over a dozen iOS apps
- Was solely responsible for product, UX, and UI design
- Was solely responsible for go-to-market strategy and execution, leading to apps being downloaded by 250,000 users globally; featured by Wired, CNN, Gizmodo, Cnet, MacStories, and others; hit Top 3 Paid in Photography category in US.

2000 → 2011: The City Church

Media Manager; Web Director; Lead Designer

- Was responsible for three award-winning web properties, including thecity.org
- Fully executed six major website redesigns over the course of 10+ years
- Was responsible for creation and ongoing maintenance of media profiles, channels, content, and delivery (social, email, podcast, and streaming video)
- Was responsible for creation and support of branding for dozens ministries, departments, and programs
- Was responsible for creation and presentation of visuals for weekend services
- Was responsible for live video distribution to/from multiple satellite campuses
- Led volunteer teams to design, deliver, and support cross-functional media for both evergreen and campaign-based initiatives

More info and samples of previous work: seansperte.com