

Gregory A. Schnese

Marketing & Growth | Developer
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MARKETING & GROWTH

Head of Marketing & Growth at CoPromote Inc., NYC (Sept. 2013 – Current)

- 4x member and monthly revenue growth (started at 200k members and \$5k MRR, SaSS product)
 - Primary growth via Facebook + Twitter ads (2.5x LTV/CAC)
 - Created virial/invitation system for organic growth (10% of base)
- Key member & sales for brand revenue growth (at \$50k per month and growing)

Head of User Acquisition & Marketing at kikin Inc., NYC (July 2009 – Sept. 2013)

- 2mm+ MAU (desktop browser plugin, started at 50k)
- 50,000+ installs, \$28k budget, multiple 25+ and 10+ App Store rankings (kikin Browser for iPad)
- Created and managed company-wide analytics (Excel, PHP, PostgreSQL, LTV, cohort analysis, retention)

DEVELOPER

Founder at Democracy Follows, Feb. 2016 – Current

<https://www.democracyfollows.com>,

<https://www.democracyfollows.com/shared?edition=1>

Founder at Likely for Android & iOS, Jan. 2015 – Current

<https://play.google.com/store/apps/details?id=com.likely>,

<https://itunes.apple.com/us/app/which-is-likely-better/id1035137555?ls=1&mt=8>

EDUCATION

Master of Science in Management and Systems

New York University (May 2007)

Awarded Dean's Graduate Fellowship Scholarship

Bachelor of Science in Information Resources

University of Wisconsin – Milwaukee (Aug 2004)

CERTIFICATION

Certified Associate in Project Management

Project Management Institute, New York, NY (July 2007)