

Lauralynn Stubler

Growth Marketer For Startups

San Francisco, CA
415.244.4360
llstubler@gmail.com

Profile

I'm a full-stack marketer who defines and executes on growth strategies for startups. I'm half quant, half creative with a GTD attitude. My most recent experience is with mapping out the customer lifecycle journey to improve activation through omni-channel lead nurturing and increase LTV through retention and winback.

Skills

C2C campaigns	Lifecycle comms	Funnel optimization	Email marketing
Paid acquisition	A/B testing	HTML / CSS	Data analysis
SEO	Channel exploration	Content strategy	Social media

Tools

Hubspot	Litmus	Shopify	Mixpanel
Autopilot	SumoMe	Facebook Ads Mgr	Instapage
Mail Chimp	Optimizely	Google Analytics	Excel
Adwords	Buffer	Appboy	Wordpress

Work Experience

Growth Marketer, Scoop
San Francisco

Sep 2016 to Apr 2017

Scoop Technologies is a carpooling app that pairs co-workers and neighbors so they can share their commute. I worked closely with Product, Data, Customer Service and Engineering to create a seamless user experience, sticky product, and to nurture an inspired community. Deep segmentation really moved the needle for our marketing campaigns.

Key responsibilities :

- * Developed lifecycle strategies that included email, push, SMS, and in-app messaging
- * B2B / B2C email marketing - from creating HTML/CSS templates to reporting
- * Built and executed on a multi-channel, new-market-launch comms strategy
- * Ran in-product and outbound C2C referral campaigns to reach our viral coefficient
- * Implemented creative marketing campaigns to impact specific metrics

Tools : Mixpanel, Appboy, Litmus, Autopilot, Periscope, Excel, Hootsuite

Experience

Growth Marketer, Quantified Path San Francisco

Oct 2015 to Jan 2017

Quantified Path is a growth marketing group for startups. Our hand-selected team is comprised of incredibly disciplined, data-driven marketers who focus on the particular challenges of startups and emerging business models. My concentration was working with eCommerce, marketplaces and subscription services.

Key responsibilities :

- * Set up marketing automation and creating dashboards around KPIs
- * Develop / execute on strategies for email marketing, paid acquisition, CRO, and SEO
- * Organize specialized growth teams to meet client needs
- * Create and execute on product and company launch strategies
- * Conduct marketing channel audits and present actionable insights for decreasing CAC
- * Passionate about increasing LTV and improving customer experiences
- * My clients included: 500 Startups, Tradecraft, Nebia, Prynt, Barrel Backers, Treat.co

Head of Growth, Noble Brewer San Francisco

Jan 2015 to Oct 2015

Noble Brewer is a two-sided market pairing award-winning home brewers with a professional brewery, then we ship those microbrews to our beer club members.

As the first marketing hire, I was responsible for company launch, email marketing automation, and maintaining a strategic roadmap for growing subscribers and customers. Worked directly with the CEO to develop a growth-centric team culture.

Notable accomplishments :

- * Built an email list from 200 to 20,000
- * Road-mapped and executed on company launch strategy
- * Ran paid acquisition through Facebook Ads, Twitter promoted posts, and Reddit
- * Led teams for growth, product, and user research
- * Increased organic traffic by 70% through blog optimization
- * Increased memberships by 20% month over month
- * Maintained less than a 1% churn rate through email marketing and customer nurturing

Experience

Growth Marketing, Tradecraft San Francisco

Jun 2014 to Mar 2016

Tradecraft is an in-person, immersive training program for growth marketing. Think dev-bootcamp, but for growth hackers. After completing the program, I joined the Tradecraft team to execute on growth marketing initiatives.

Key responsibilities :

- * Identified new marketing channels via a Channel Prioritization index
- * Built Customer Acquisition models for our top 5 channel recommendations
- * Delivered a comprehensive SEO audit with keyword strategies
- * Generated LTV analysis and CAC modeling

Marketer, Seasons Productions San Francisco

Aug 2013 to Jun 2014

SP is a videography company specializing in testimonial videos. I helped build a new website and focused on content marketing while optimizing paid/organic digital channels.

Notable accomplishments :

- * Targeting relevant traffic through SEO and paid acquisition tripled conversions and sales
- * Average visitor time-on-site increased from less than 30 seconds to 3.5 minutes
- * Facebook, Twitter, and Instagram social media engagement improved by 300%
- * Wrote compelling, keyword-rich content for the blog that increased organic traffic by 90%
- * Youtube video optimization increased clickthrough traffic to website by 50%

User Acquisition, Shopseen San Francisco

Apr 2008 to Sep 2011

Shopseen simplifies multi-channel selling for eCommerce.

Key responsibilities :

- * Brand development, positioning, & customer acquisition at an early-stage startup
- * Developed and executed on content strategy for blog and landing pages
- * Conducted user research interviews to prioritize product features

Education

Bachelors of Science, Marketing - Adams State College

Bachelors of Science, Business Management - Adams State College