

Lauralynn Stubler

Sr. Growth Marketer For Startups

415.244.4360

llstubler@gmail.com

ABOUT ME

I'm a full-stack marketer who defines and executes on growth strategies for startups. Half quant, half creative with a GTD attitude and 4+ yrs focused on user acq, lifecycle, retention, and referral marketing. Currently looking to join a fast-paced team where I get to tackle high-impact growth challenges every day.

SKILLS

Data Analytics

Email and In-App lifecycle comms

Cross-platform growth campaigns

Segmentation / Audience building

A/B testing

HTML / CSS

Referral marketing

Paid acquisition

Mapping the user experience

Persona building and validating

Social media

Organic acquisition

TOOLS

Email Mktg software (i.e. Autopilot)

In-product messaging tool (i.e. Braze)

Facebook Ads Mgr/ Adwords

CRO tools (i.e. Unbounce)

Data Insights (i.e. SQL / Excel)

Referral software (i.e. Kickofflabs)

Marketing analytics (i.e. Mixpanel)

Web design tools (i.e. Webflow)

Marketing Assets (i.e. Sketch)

User survey tools (i.e. Surveymonkey)

Workflow automaton tools (i.e. Zapier)

WORK EXPERIENCE

Growth Lead, Cushion
San Francisco

Nov 2017 to Oct 2019

Cushion is a personal finance manager for the everyday consumer. It uses AI to analyze banking history and account usage and fixes the mistakes people have already made. The first product is an automated bank fee negotiator. During my time there, we raised a seed round of \$2.8M, went from zero to over 50k new users, grew the waitlist from 200 to over 100k, and were featured in American Banker, Bloomberg, and TechCrunch.

- KEY RESPONSIBILITIES:**
- Manage 4 marketing contractors
 - Meeting aggressive month-over-month acquisition goals
 - Improving upon activation, retention, and referral
 - Lifecycle communications
 - Metrics and weekly reporting
 - User research
 - Maintaining social media accounts

TOOLS: Autopilot, SQL, Excel, Google Analytics, Facebook Messenger, Facebook Ads Manager, Adwords Ads, Adbloom, KickoffLabs, Excel, Zapier, Typeform, Unbounce, Webflow, Sketch

WORK EXPERIENCE

Lifecycle 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.

- KEY RESPONSIBILITIES:**
- Developed lifecycle strategies that included email, push, SMS, and in-app
 - Email marketing - from creating HTML/CSS templates to reporting
 - Built and executed on a multi-channel, new-market-launch comms strategy
 - Ran referral campaigns to reach our viral coefficient
 - Responsible for both B2C and B2B campaigns

TOOLS: Autopilot, Litmus, Excel, Mixpanel, Segment, ReferralCandy, Zapier, Typeform, Sketch

Growth Marketer, Quantified Path San Francisco

Oct 2015 to Current

Quantified Path is a group of growth marketing contractors. Our team is comprised of incredibly disciplined, data-driven marketers who focus on the particular challenges of startups and evolving business models.

- KEY RESPONSIBILITIES:**
- Marketing automation stack setup
 - Dashboard creation for specific KPIs
 - Develop / execute on strategies for email marketing, paid acq and CRO
 - Coordinated specialized growth teams to meet client needs
 - Create and execute on product and company launch strategies
 - Conduct marketing channel audits
 - Report and present on actionable insights for decreasing CAC

Clients included: Reforge, 500 Startups, Tradecraft, Nebia, Prynt, Barrel Backers, Treat.co

TOOLS: Autopilot, SQL, Excel, Google Analytics, Google Tag Manager, Facebook Messenger, Facebook Ads Manager, Adwords Ads, Adespresso, Moz, SearchMetrics, KickoffLabs, Zapier, Typeform, Unbounce

WORK EXPERIENCE

Head of Growth, Noble Brewer San Francisco

Jan 2015 to Nov 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

- KEY RESPONSIBILITIES:**
- Led 3 teams for growth, product, and user research
 - Built an email list from 200 to 20,000
 - Road-mapped and executed on company launch strategy
 - Responsible for all acquisition, retention, and churn strategies
 - Increased organic traffic by 70% through blog optimization
 - Increased memberships by 20% month over month
 - Maintained less than 1% churn rate through lifecycle marketing

Growth Marketer, 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

EDUCATION

Post-Graduate, Data Analytics - UC Berkeley Extension (*currently attending*)

Overview of high-level concepts intrinsic to Data Science, e.g. ETL, Python, Advanced SQL & Excel, Python, JavaScript, API Interactions, Tableau, Advanced Statistics, Machine Learning, R

Immersive growth marketing bootcamp - Tradecraft

Bachelors of Science, Marketing - Adams State College

Bachelors of Science, Business Management - Adams State College