



CREATIVE  
MARKETER

GROWTH  
SPECIALIST

VIEW MY EXPANDED RESUME AND PORTFOLIO AT:



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## MARKETING

strategic marketing  
demand generation  
web & SEO  
email  
social media  
content marketing  
product launches

## ADVERTISING

paid social  
SEM/PPC  
retargeting

## GROWTH

growth hacking  
marketing analytics  
conversion rate optim.

## CONTENT

videos  
case studies  
blogging  
webinars

### CRO & SEO TOOLS

Google Analytics

CrazyEgg & Google Optimize

Ahrefs and Ubersuggest

### MULTIMEDIA SKILLS

Premiere Pro

After Effects

### EMAIL MARKETING SKILLS

Marketo, Mailchimp, Klaviyo

HTML & CSS

### Director of Growth | Packlane (Jan 2019–present)

- Executive leadership team member leading a Growth team of five FTEs
- Implemented “Hacking Growth” methodology including ICE testing framework
- Completed dozens of CRO experiments, consistently boosting performance 2-4x
- Launched “Word on the Lane” a video blog series featuring Packlane customers
- And much more...see my my expanded resume and portfolio [on my website](#)

### Sr. Campaign Marketing Mgr. | DocuSign (May 2016–Oct 2018)

- Lead cross-functional teams to plan and execute omni-channel, multi-touch campaigns and programs to engage leads and generate sales pipeline
- Demand Gen lead for [Real Estate](#) and [SMB](#) segments, and [product launches](#)
- Implemented [AB testing](#) frameworks and advanced targeting and segmentation strategies that increased engagement up to 3x
- Introduced triggered [email sequences](#) with CTAs that automated Sales meetings, boosting Sales Qualified Opportunities per campaign by over 6x on average

### Marketing Manager, Growth | Getaround (2015)

- Managed 500k local marketing budget w/ROI comparable to digital ads
- Acquired thousands of new users through [sponsored emails](#) and posts
- Built and lead [street marketing](#) team of 50 that generated thousands of leads
- Optimized customer [emails](#) to increase activation rates by over 250%

### Marketing Manager | ChargePoint (2014)

- Authored and designed newsletter sent to 120K customers and prospects
- Optimized AdWords campaigns to increase SQLs in key markets by 300%
- Executed [GTM campaign](#) that resulted in a 23% increase in app users
- Managed all channel marketing promotional campaigns and communications

### Marketing Manager, Demand Gen | Piqora (2013-2014)

- Built [demand gen platform](#) that generated 1200 leads monthly, a 5x increase
- Authored and designed [whitepapers](#), eBooks, research reports, [case studies](#)
- Distributed content via email, digital advertising, social media, web channels
- Developed [research studies](#) that covered in TechCrunch, AdWeek and more

### Marketing Manager | Digital Air Strike (2011-2013)

- Created [diverse content](#) for demand program that increased leads 400%
- Webmaster: Managed SEO, copy/content development, landing pages, design
- Moved website to the top of SERP 1 for top three key phrase targets
- Created all video content: [customer testimonials](#), [product launches](#), etc

### Marketing Coordinator | Edu-Culture Int'l (2005-2008)

- Implemented direct and field marketing campaigns to open new markets
- Generated \$3M in incremental revenue in my region, Silicon Valley
- Presented in English, Spanish and French to audiences of up to 200

## EDUCATION

- MBA, High-tech Marketing, San Francisco State University (May 2011)
- BA, Spanish and French, UC Santa Cruz (2001)