

PROFESSIONAL EXPERIENCE**CATCH CO. / MYSTERY TACKLE BOX**

Remote

2021-Pres *VP, Commerce & Creative*

- Lead marketing and creative teams to generate unique, best-in-class marketing campaigns across all paid and organic channels focused on delivering performance and efficiency.
- Create & execute a seasonal & promotional roadmap by channel.
- Conceptualize, wireframe, and execute art direction to deliver memorable & engaging content focused on fishing education & entertainment to support growth of core product lines.
- Model and deliver paid channel goals with a close focus on contribution margin through creative testing, optimizing promotions, and campaign structuring.
- Lead art direction and messaging across graphic and web design for new product launches, promotions, holidays, and other branded campaigns.
- Optimize UX/UI across web to deliver a streamlined shopping experience and seek new opportunities to drive CVR and AOV.
- Develop an unforgettable customer experience around product, packaging, and print to increase each brand's perceived value.
- Oversee the production and generation of cost-efficient photo & video assets to create engaging content for organic channels.

THE HOUSE OF NOA

Hartford, CT

2017-2021 *Chief Marketing Officer*

- Led sales, marketing, and ecommerce initiatives that grew annual sales from \$4m to \$10m+ while maintaining 20% EBITDA margins from 2018 to 2021.
- Managed marketing team and oversaw daily activities to optimize all paid and organic channels including social, search, email, SMS, and affiliated/influencer resulting in ~100% new customer acquisition growth in 2020.
- Developed & tested website design & functionality resulting in ~30% YoY increases in CVR.
- Marketed new products and developed cross-sell & bundle campaigns that increased repeat customer business (10% in 2019 → 25%+ in 2021) and maintained AOV.
- Assisted in building out tech and reporting infrastructure, hired new talent, engaged new agency partners, & implemented data-first processes to pave the way for future efficient growth.
- Presented to the Board of Directors monthly and quarterly financial & operating performance.
- July 2020: Led due-diligence and closed Series A investment transferring majority ownership to \$5 billion private equity partner.
- Led rebrand from Little Nomad to House of Noa including new website launch.

2004-2017 Spent 10+ years working at various banks, real estate, and finance companies in NYC & Hartford

EDUCATION2010-2013 **NYU** Stern School of Business – **MBA**; Entrepreneurial & Finance Concentrations2005-2009 **NYU** School of Continuing & Professional Studies – *Certificate in Real Estate Finance & Investment*2000-2004 **Trinity College**, Hartford, CT – **BA** in Economics coordinated with Computer Science**OTHER**

- Small business creative consulting agency; view portfolio at thinkcapcreative.com
- Proficient in Adobe Creative Suite products, Final Cut Pro, HTML/CSS, Shopify Liquid
- Co-founder of a fly fishing subscription-based e-commerce business.
- Hobbies include fly fishing, skiing, golf, tennis, photography.