

# Wes Mitchell-Lewis

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## Summary

You can think of me as your antidote to "business as usual." More than a marketing Swiss Army Knife, I'm the spark for your strategies, the innovation in your campaigns, and the drive behind your brand's ascent. You're looking for the key to unlock what comes next - let's navigate those uncharted waters of success together.

## Career Experience

### M(dash)L Consulting | Growth Marketing Consultant, Owner

Feb '20 – Present

- + **Tinder:** Led Gen-Z focused collegiate growth initiatives for Tinder University - constructed localized B2C growth strategies leading to +8% MoM digital user growth & led paid social ad sentiment analysis, transforming content moderation & community engagement
- + **Upside:** Project Manage B2B Corporate Marketing content development, production & distribution
- + **Apollo Art:** Lead B2B & partnership marketing, growing top-of-funnel lead generation and relaunching brand identity through social
- + **KSV:** Crafted strategic initiatives for key clients (ConEdison, NYSEDA, National Grid), defining KPIs and spearheading lead nurturing and event strategies to elevate engagement
- + **SubSuite:** early marketing advisor brought in to focus on social presence & organic growth initiatives

### Terminal | Sr. Growth Marketing & Lead Generation Manager

Mar '22 - Nov '23

- + Led an 8-member team to produce 150+ SEO-focused articles, enhancing site visibility by 6% and elevating keyword rankings by 29 spots
- + Revolutionized global market pages, driving a 22% YTD boost in candidate conversion through strategic SEO enhancements
- + Pioneered B2B lead-gen campaigns via A/B-tested email strategies and ad campaigns, achieving a monumental increase in B2C and B2B conversion rates and reducing CAC by over 90% YoY
- + Transformed B2B landing page strategy, resulting in a 187% conversion rate surge through meticulous A/B testing and retargeting
- + Authored a pivotal industry report by analyzing global data from 1100+ engineers, becoming a key sales and strategy asset

### Tenerity | Sr. Digital Marketing Manager

Jun '21 - Mar '22

- + Directed PrivacyGuard financial monitoring product audit & led optimization of customer-facing retention communications, B2B landing pages, and user growth ad campaigns, increasing customer retention & achieving +17% user growth MoM
- + Headed CNN Underscored Rewards customer journey communication strategy - building 100+ communications & associated action triggers for rewards platform to increase customer LTV

### Snackpass | Growth Marketing Manager

Feb '20 – Dec '20

- + Optimized Snackpass' growth by spearheading B2C and B2B marketing campaigns, leading to a 23% user increase and 21% GMV growth.
- + Implemented A/B testing & targeting specifications to enhance the conversion funnel, achieving a \$1:\$16.6 cost-to-GMV ratio and boosting purchase-funnel conversion by 15%

### BI Worldwide | Experiential Marketing Producer

Jan '19 – Feb '20

- + Orchestrated a \$7.5MM national mobile tour in the pharmaceutical industry, managed a \$1.4MM Verizon sales staff incentive program to boost premium subscriptions, and launched a \$150k B2C lead generation activation with Live Nation Entertainment

### Diageo | Account Relationship Manager, On-Premise Brands

Jun '18 – Jan '19

- + Strategically managed \$75k product activation budget to fortify relationships and drive a 10% YTD sales increase across key accounts

### Red Bull | Brand + Product Marketing Specialist

Jul '14 – May '18

- + Led B2B2C marketing strategies and coached 23 direct reports with a \$1M+ annual budget, driving 6 global product launches and 20+ seasonal campaigns, resulting in a consistent 8% MoM increase in social engagement and 8% YoY uplift in can sales

## Skills & Expertise

- + **Digital Growth Marketing:** Advanced proficiency in both B2B & B2C strategies, including SEO, conversion optimization, and copywriting
- + **Brand & Product Strategy:** Expert in crafting marketing strategies that enhance brand visibility and product engagement
- + **Project & Team Management:** Skilled in leading projects and managing diverse teams to deliver on complex marketing objectives
- + **Technical Tools:** Proficient in SEMRush, Squarespace, Iterable, Unbounce, Mixpanel, Looker, Notion, Hootsuite, Salesforce, Google Analytics & AdWords, Canva, ChatGPT, Stripo, Hubspot, Asana, ClickUp, Outreach.io
- + **Leadership & Interpersonal Skills:** Charismatic leader known for strategic adaptability, intellectual curiosity, and competitive drive. Recognized for emotional intelligence and goal-oriented teamwork

## Education

- + The Isenberg School at The University of Massachusetts, Amherst - **Master of Business Administration** (4.0)
- + The University of Vermont, **Bachelor of Science in Business Administration**, Marketing & Global Studies