

# Benjamin Shapiro

Strategic, data-driven, & entrepreneurial omni-channel marketer with +15 years experience with technology driven businesses looking for a leadership role at an innovative & fast-paced growth-stage organization

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## Brand Positioning

Market Segmentation
Customer Development
Brand Narrative & Positioning



## Marketing Strategy

Media Buying & Advertising
Earned Media & Viral Growth
Channel Validation & Automation



## Business Development

Strategic Partnerships
Sales Pipeline Development
Reporting & Revenue Optimization

### benjshap LLC - Brand Development & Marketing Strategy Consulting

President & Managing Director | 2016 - Current

- **Product Standardization:** Generated +\$200K rev/yr by productizing Brand Development (Positioning, Customer Dev, Storytelling) & Marketing Strategy (Channel Validation & Optimization) services. Targeted marketing execs at startup & growth-stage orgs in e-comm, on-demand, & B2B SAAS industries.
- **Service Expansion:** Created a networking-based marketing engine to generate & qualify 1500 leads & 125 opportunities annually. Increased supply-side bandwidth by establishing a network of boutique & channel-specific consultants to offer various paid, earned, owned, & brand marketing services.
- **Marketing Leadership:** Served as Head of US Marketing for Searchmetrics, a multi-national growth-stage Enterprise SEO SAAS company (~\$25M/annual revenue). Led initiatives to both re-org regional marketing team & reposition the company's focus from operators to exec-level decision makers.

### Rinse - Dry Cleaning & Laundry Delivery Service

Vice President of Marketing | 2014-2015

- **Demand Generation:** Grew annual revenue +5X by establishing & optimizing customer acquisition, on-boarding, & retention funnels. Averaged double-digit growth for 18 mo. as 1st marketing hire. Led marketing department as startup grew from Seed-stage thru VC-backed A-round fundraising.
- **Brand Strategy:** Established an aspirational lifestyle brand focused on high-income urbanites who regularly use dry cleaning services. Differentiated from flock of "Uber for X" on-demand services by showcasing predictability & consistency as the solutions to the chronic pain created by clothing care.
- **Channel Validation:** Grew customer base 10X while reducing CPA by 40% by managing media production, placement, execution, and optimization of social ads (Facebook, Instagram, Twitter), SEM, email marketing, SEO, direct mail, street teams, strategic partnerships, & referral campaigns.

### Handle - Workflow Management / Productivity System

Head of Marketing (Consultant) | 2013-2014

- **Customer Development:** Collaborated with product & design teams to conduct user research through a series of ethnographic studies & consumer surveys that defined "knowledge workers" as target customers. Isolated feeling of "email overload" & "fear of information loss" as chronic pain-points.
- **Product Positioning:** Led storytelling initiative to address company's positioning challenges in the crowded productivity app space. Spearheaded re-positioning initiative that resulted in the company refocusing to become a mobile-centric "all-in-one" combination of email, calendar & to-do lists.

### StrumSchool - Digital Guitar Lessons Marketplace

Founder | 2010-Current

- **Platform Development:** Built edTech platform to provide aspiring guitar students a low-cost digital alternative to at-home guitar instruction. Recruited, on-boarded, & trained 25 professional guitar instructors to create streaming video-on-demand content & teach live online guitar lessons.
- **Viral Growth:** Reached 500K visitors, 20K Facebook fans, & 10K email subscribers on a bootstrapped budget (<\$10K). Conducted SEO, content syndication, email marketing, & influencer marketing campaigns to distribute +1K crowd-sourced pieces of content to aspiring guitar players.

### eBay Inc - eCommerce Marketplace

Manager of Business Development & SEO | 2005-2012

- **Business Development:** Promoted twice for negotiating strategic software distribution agreements with PC OEM's (HP, Dell, Acer, etc) & web portals (GOOG, YHOO, MSFT) to distribute downloadable software that drove \$90M rev/yr. Led dev & distribution of browser extension to 20M users.
- **Search Engine Optimization:** Created strategy & garnered approval from marketing leadership to spend \$2M to outsource the creation of 250K pieces product description content. Drove +\$25M incremental revenue lift.

### Early Career:

- **Sports Marketing:** Genesco Sports Enterprises - Account Manager | 2004 - 2005: Managed national series of Pepsi sponsored "retailtainment" events at Walmart stores focused on driving brand-engagement. Sourced marketing collateral for RadioShack, MLB, & Sirius Radio.
- **Sales:** Cydcor - Sales Rep & Trainer | 2002 - 2004: Nationally recognized as high performing sales rep & exemplary trainer. Generated \$780K revenue for Fortune 500 companies, including AT&T & Danone, focused on reaching SMB's via direct sales.

### Education:



School of Management - Class of 2002  
Bachelor of Science - Business Administration  
Marketing Concentration  
Dean's List

### Personal Interests:

