

Aaron Tian

Growth & Performance Marketer

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EXPERIENCE

Close

Senior Growth Marketer

New York, NY | February 2023 - January 2024

- Directed 300% ROAS on a six figure marketing budget
- Constructed company's first paid demand generation funnel
- Drove successful 20% growth in new B2B leads quarter over quarter

SMBX

Head of Growth Marketing

New York, NY | August 2021 - January 2023

- Scaled daily B2C user acquisition by ~500% for two-sided marketplace
- Raised ~\$16M in capital for small business B2B clients
- Managed a \$1M+ annual marketing budget in territories across the US

Slip.stream

Director of Growth Marketing

New York, NY | January 2021 - July 2021

- Directed GTM campaign, acquiring initial 20,000+ users and \$20k+ ARR

MAZ

Director of Growth Marketing

New York, NY | April 2019 - January 2021

- Drove \$1.1M+ in new ARR by creating a new inbound sales pipeline
- Launched new products and B2B verticals in collaboration with c-suite

untapt

Head of Growth Marketing

New York, NY | April 2018 - April 2019

- Scaled daily user acquisition by 500% as sole marketer
- Acquired ~150 new enterprise leads per month (\$6M total lead value)

Flightdrop

Head of Growth

New York, NY | December 2017 - April 2018

- Launched GTM campaign, growth hacking thousands of new users on a bare minimum budget

Rauxa

Associate Copywriter

New York, NY | February 2016 - June 2017

- Wrote and executed successful concepts for enterprise clients in direct mail, email and web

EDUCATION

New York University

Bachelor of Arts (BA)
Individualized Study

2013 - 2016

SKILLS

Digital Marketing
Search Engine Marketing (PPC)
Paid Social (SMM)
Conversion Rate Optimization
Media Buying
Marketing Automation
SEO & Content Marketing
Data Analysis
Affiliate Marketing
Email Marketing
Sales Enablement
CRM Management

SOFTWARE

Google Analytics
Google Ads (AdWords)
Meta Business Manager (Facebook Ads)
LinkedIn Campaign Manager
Twitter, Quora, Reddit Ads
Hubspot and Salesforce
Ahrefs and Semrush
Customer.io