

Aaron Tian

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WORK

SR. GROWTH MARKETER: Close: 02/2023 – Present

Direct all paid customer acquisition, managing a \$500k annual budget at a 300% ROAS. Manage and report on campaigns across paid search, affiliate partnerships, pay-per-lead, programatic/display ads, retargeting & more.

HEAD OF GROWTH MARKETING: SMBX: 08/2021 – 01/2023

Directed all growth efforts for two-sided Fintech marketplace, managing a \$1M+ annual budget in dozens of territories across the US. Scaled investor user base 250% and listed \$16M in capital across the marketplace.

DIRECTOR OF GROWTH MARKETING: Slip.stream: 01/2021 – 07/2021

Led and executed all marketing efforts for a brand new, prosumer product. Acquired 20,000+ users and \$20k+ ARR in <4 months through paid social, SEO/SEM, influencer partnerships, data analysis & funnel management.

DIRECTOR OF GROWTH MARKETING: MAZ: 04/2019 – 01/2021

Led and executed all client acquisition efforts for B2B and B2C products, driving over \$1.1M in new ARR. Worked with c-suite to develop new products, marketing channel strategy, managed external teams & overall business goals.

HEAD OF GROWTH MARKETING: untapt: 04/2018 – 04/2019

Directed 500% growth in daily user acquisition for B2C marketplace and ~150 B2B client leads per month (\$6M total lead value).

HEAD OF GROWTH: Flightdrop: 12/2017 – 04/2018

Directed thousands of new users to mobile app via influencer marketing, paid social, growth hacking, social media management, PR outreach, and more.

ASSOCIATE COPYWRITER: Rauxa: 02/2016 – 06/2017

Wrote and presented concepts for campaigns in customer acquisition, CRM, and B2B on tight timelines. Formats included email, direct mail, socials, etc.

EDUCATION

BA IN INDIVIDUALIZED STUDY: New York University, Gallatin

My concentration was titled Creative Solutions, a personalized approach to the influence of advertising and new age media in culture. I completed my studies in Buenos Aires, Argentina and spent additional time throughout Colombia.

SKILLS

DIGITAL MARKETING: Meta Business Manager, Google Ads, LinkedIn Campaign Manager, Twitter Ads, Quora Ads, Reddit Ads, Affiliate Marketing

SOFTWARE & CRMs: Hubspot, Insightly, Mixpanel, Tableau, Buffer, Hootsuite, Mailchimp, Google Analytics, Intercom, WordPress, Customer.io

LANGUAGE: Fluent in English and Spanish, conversational in Mandarin Chinese
