

Kevin S. Masten | Senior Growth Marketing Leader | Strategy + Execution

Denver, CO | 720-810-7861 | kmasten@gmail.com | [linkedin.com/in/kevinmasten](https://www.linkedin.com/in/kevinmasten) | [kevinmasten.com](https://www.kevinmasten.com)

PROFESSIONAL SUMMARY

Strategic growth marketing leader with 10+ years driving revenue growth across Fortune 500 innovation teams, DTC brands, and venture-backed startups. Bridges strategy with execution by developing multichannel frameworks and building the campaigns, technology, and analytics systems to scale them. Proven results include a **63% CPA reduction** for P&G lean innovation brand; **scaled a \$2.5M email program** for Vitrazza; and orchestrated the digital strategy contributing to a **\$1.5M year-over-year revenue lift** for MEA.

AREAS OF EXPERTISE

- **Strategic:** Multichannel Growth Strategy | Customer Acquisition & Retention | Funnel Optimization | Budget Planning & Optimization | A/B Testing & Rapid | AI-Augmented Creative Performance Optimization
- **Analytical:** Google Analytics 4 | Attribution Modeling | Cohort Analysis | Customer Segmentation | Predictive Analytics | Performance Dashboards
- **Leadership:** Cross-Functional Collaboration | Agency Management | Team Development | Marketing Technology Stack Optimization

PROFESSIONAL EXPERIENCE

Growth Marketing Consultant | Enterprise & Startup Clients

2023–Present

Selected project-based engagements with Fortune 500 innovation teams and high-growth startups, providing hands-on strategic leadership and execution across acquisition, retention, analytics, and marketing technology optimization.

Active Digital

- Conducted strategic research and compliance analysis for Marriott International's global mobile marketing expansion, evaluating WhatsApp deployment across international markets and developing consent frameworks for SMS, WhatsApp, and Bonvoy mobile app marketing channels.
- Delivered mobile-first customer retention recommendations through analysis of SMS campaign performance across multiple geographic markets, evaluating regional engagement patterns, content effectiveness by market, and customer lifecycle behavior. Developed an A/B testing framework for SMS vs. MMS channel optimization.
- Architected an internal AI governance framework, establishing organizational standards for Claude, ChatGPT, and other tools, defining security protocols and best practices to maximize effectiveness.

Procter & Gamble (GrowthWorks Innovation)

- **Reduced customer acquisition costs by 63%** while maintaining lead volume by architecting and scaling a paid media strategy across creative testing, audience refinement, and bid optimization for a P&G innovation brand.
- **Drove 98% Q4 email revenue growth and 112% subscriber growth** by building and scaling a lifecycle marketing engine with optimized lead capture, onboarding flows, and automated segmentation.
- Exceeded SMS benchmarks (**CTR +333%, CVR +35%**) by deploying granular audience segmentation and rapid message testing frameworks.

Enlyte

- Established a single source of truth for marketing performance by rebuilding the analytics framework across paid media and web, improving data accuracy and decision-making reliability.
- Eliminated manual reporting by building automated Looker Studio dashboards, increasing cross-functional visibility into campaign performance and ROI.

Additional Client Engagements

- **Goode Health:** Email/SMS optimization for DTC protein brand using Triple Whale and Looker Studio for funnel attribution and LTV optimization.
- **Beckley Retreats & Qasa Retreats:** Customer acquisition via Meta/Google Ads achieving **CPM and CPC 10% below industry benchmarks**.

Digital Marketing Manager | MEA (Midlife Wisdom School) | Remote 2022–2023

DTC education & hospitality startup offering online courses and luxury workshop retreats

- Developed and executed a comprehensive digital growth strategy for dual-revenue-stream business, driving **\$1.5M year-over-year growth** in retreat bookings and **\$33K lift (7% increase) in online course revenue**.
- **Drove 185% traffic increase and 5.2% conversion rate through systematic landing page optimization and A/B testing, achieving 9.3% repeat customer rate.**
- Built and led a marketing team of email and social specialists, **growing email list 154%** while achieving **16.35% click-through rate and 36.71% open rate**.

Lifecycle Marketing Manager | Noopl | Remote 2021–2022

Consumer audio health-technology startup

- Led multichannel lifecycle marketing program (email, SMS, affiliate) to increase customer engagement and reduce churn through targeted retention campaigns.
- Completed the technical migration of marketing automation from Klaviyo to HubSpot, improving campaign measurement accuracy and reducing manual workflows.

Marketing & Communications Manager | Vitrazza | Golden, CO 2019–2021

High-growth DTC e-commerce company (~\$9.5M annual revenue)

- **Built and scaled an email marketing program from 0 to \$2.5M in annual revenue** (22% of total sales) by implementing segmentation strategy, lifecycle automation, and a structured testing roadmap.
- **Generated \$523K in first-year revenue (8.51% CVR)** by launching and scaling affiliate marketing as a new acquisition channel.
- Led Shopify website redesign resulting in **91% year-over-year sales increase**; managed SEO agency partnership achieving **424% organic traffic growth** and reduced customer acquisition costs.

Director of Franchise Marketing | Craters & Freighters | Golden, CO 2016–2019

\$77.6M specialty freight and logistics franchisor

- Managed \$500K annual paid search budget across 70+ franchise locations, maintaining **6.5%–22% conversion rates** and **increasing telephone leads 96%** through campaign optimization.
- Achieved **11% organic lead growth** through local search optimization and content development initiatives.

EDUCATION

University of Kansas | Bachelor of Fine Arts, Visual Communications

TECHNICAL PROFICIENCIES

- **Marketing Platforms:** Framer, GoHighLevel, HubSpot, Klaviyo, Postscript, Shopify, Webflow, WordPress, Zoho
- **Analytics & Reporting:** Excel, Google Analytics 4, Google Tag Manager, Looker Studio, Triple Whale
- **Advertising:** Google Ads, Meta Ads Manager, Programmatic Platforms, YouTube Ads
- **AI & Automation:** Apify, AssistLoop, ChatGPT, Claude, Gemini, LM Studio, MCP servers, n8n, Netlify, Perplexity, Qwen (market research, customer journey mapping, campaign optimization)