

Jean-Marc Ly

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Profile Growth Marketer with email marketing, user acquisition, & Go-to-Market experience. Cofounded Taxiwise, a taxi booking app. Founding Member & Growth Instructor for the Laudato Si' Challenge, a 3-month startup accelerator based in Rome. Blogger at www.themoderndayman.com.

Go-To-Market	Channel Distribution	Content Strategy	User Acquisition	SEM
A/B Testing	Facebook Ads	Keyword Strategy	Referral Campaigns	SEO
Team Leadership	Branding	Email Marketing	Demand Gen	SQL

Education San Jose State University, B.S. Marketing. Aug 2009

Experience **Growth Marketing Manager, Livongo Health** Mountain View, 04/18 to Present

- Created Go-To-Market Strategy, User Acquisition Channel, and User Retention plans.
- Planned and launched our hypertension product to market including value proposition, marketing and communication materials, product roadmap. Owned enrollment metric for user acquisition and reporting.
- Executed from plans created including asset creation, approval process, journey building and automation and QA.
- Created enrollment and usage dashboard, setup reoccurring reporting to measure effectiveness of marketing campaign.
- Created and executed on A/B testings to optimize journey and asset. Provided learnings across other marketing teams. From A/B testing, we increase enrollment rate for 1st three months by 12%. Used A/B testing to test incentive program which increased enrollment and usage by 10%.

Marketing & Investor Relations Consultant, SVB Capital Menlo Park, 10/17 to 04/18

- Managed pipeline of LPs and the relationship between investors.
- Created fund performance reports, data room and asset creation. Set up processes for fund data access.
- Event planner for SVB Capital's Beyond Talk - one day event for all LPs and investors to learn and collaborate

Assistant Program Director & Growth Instructor, Laudato Si' Challenge Rome, 01/17 to 12/17

The Laudato Si' Startup Challenge, inspired by Pope Francis, is a global accelerator supporting early to mid-stage startups in developing breakthrough enterprise solutions to the world's most urgent challenges.

- Founding member of the first accelerator in partnership and blessed by the Vatican, we brought 9 startups across the world to spend 12 weeks in Rome.
- Growth Instructor - taught customer acquisition from paid acquisition to content strategy and website optimization.
- Program Mentor - provided business and strategic feedback on improving the startups' business and customer acquisition.

Marketing Manager, Falafel Software Scotts Valley, 08/16 to 01/17

- Revamped website layout and content for 70% increase in site traffic. Adjusted offerings to reflect core products for stronger company focus. Created data reporting for measuring site traffic.
- Created user acquisition channel strategy using paid acquisition, content writing and email marketing. Kept consistent email open rate at 30% and above. Drove return customers by offering limited deals for scarcity
- Led and implemented mobile ad pricing strategy. Drove 25% increase to in-app purchase by offering package premium options.

Growth Marketing Consultant, Siren Socially Evolved Seattle, 04/16 to 07/16

- Crafted a go-to-market strategy and guided core Facebook ad campaign principles
- Reviewed marketing efforts and assessed validity and reach of those efforts.
- Presented general principles of data-driven strategies.