

# Turner Kirk

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## Experience

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### Sanity & Self App | Growth Marketing and User Acquisition

NOV 2017 - PRESENT, SAN MATEO, CA

Lead user acquisition strategy/execution and various growth initiatives for the Sanity & Self app from product launch through 2.5 million installs, 300% ROAS, and international expansion.

*Execution:* Managed creatives, audiences, and ad campaigns across all paid channels (Facebook/IG, Snap, Google, ASA, Programmatic, etc.). Kept CPIs/CPAs below targets to maintain 300% ROAS.

*Analytics:* Built dashboards in Tableau and developed custom analytics software, which enabled me to quickly analyze, optimize and scale UA across all channels. Saved \$5k/month in SaaS fees.

*Testing/Iteration:* Maintained rigorous A/B testing strategy (10-20% of budget) to continually improve messaging and creative performance, expand audience reach, and move into new geos.

*Reporting:* Presented CEO and CTO with weekly performance reports, updating them on key metrics, test results, channel optimizations, and growth opportunities.

*Engagement/Retention/Monetization:* Worked with product and engineering to optimize onboarding, FTUE and build an external paywall, leading to increased Engagement, Retention and ARPU.

### Shred Video | Head of Devices & Installations, Australia/Singapore

NOV 2016 - OCT 2017, SAN FRANCISCO, CA

Ran R&D for Shred's new flagship enterprise product: an automated video and photo package creation system, built around a distributed network of iPhones, iPads and iMacs, for the world's largest adventure tourism companies.

*Execution:* Spent 4 months in Australia implementing and testing the pilot system at AJ Hackett Cairns.

*Results:* The Shred system dramatically increased the site's sales of Photo/Video products, with less downtime than the previous solution while being cheaper and easier to maintain.

*Growth:* The success of AJ Hackett Cairns led to an even larger installation at the brand new AJ Hackett site in Singapore. We completed the install in 3 weeks and converted them as a client.

### Smule | Growth Marketing Manager - Artist & Industry Relations

DEC 2013 - OCT 2016, SAN FRANCISCO, CA

Conceptualized, developed and executed strategy for what became known as the "Smule Artist Program": a multifaceted organic growth program allowing anyone to record videos singing with their favorite pop stars, resulting in 300% revenue growth & rapid international expansion.

*Top Funnel Results:* The program garnered 100's of millions of views and engagements from viral videos, TV appearances, press articles, and social media.

*Business Impacts:* Saw a significant impact on all business metrics: DAU/MAU, Engagement, Retention, Reactivations, and up to 300% increases in Revenue. Paid acquisition CPAs also went down.

*Growth:* It became the primary driver of organic growth worldwide and led to many strategic partnerships and brand integrations. I was coordinating a team of 10 people by the time I left.

*International Expansion:* It played a pivotal role in the company's rapid expansion into major international markets in Asia, India, South America, and Europe.

*Cross-Functional Collaboration:* The program required coordination across all departments in order to integrate into Smule's apps/website, and develop backend resources to manage the program and analyze its impact.

*Industry Relationships:* Worked directly with A-list artists, management, and labels to coordinate promotions.

## Smule | Product Marketing Manager

APR 2010 - DEC 2013, SAN FRANCISCO, CA

Played a key role in the launch of over 10 apps developed and/or published by Smule including #1 iOS apps Ocarina, I Am T-Pain, Magic Piano and Sing Karaoke.

Produced nearly all of Smule's product marketing videos garnering more than 24 million views.

Worked with YouTube talent to integrate Smule apps into videos generating 40 million views.

Produced videos for mobile advertising campaigns, which achieved industry low CPI's of \$0.5 to \$0.6

Worked with PR firm to help tell the Smule story for various press releases.

## Smule | Community & Social Media Manager

NOV 2008 - AUG 2013, SAN FRANCISCO, CA

Grew Smule's Facebook likes from 0 to 3 Million and YouTube subscribers from 0 to 700k.

Kickstarted Smule's community meet-ups program by organizing meet-ups around the world and developed a framework for the Smule community to create their own Smule sponsored meet-ups.

Flew to Indonesia to personally attend meetups with our largest community there.

Liaison to key influencers in the community as well as key partners in the industry.

## Smule | Field Marketing Manager & Company Evangelist

NOV 2008 - OCT 2014, SAN FRANCISCO, CA

Performed, presented, and represented in the streets, at various conferences, and public events including SXSW, Macworld, and Re/Code

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## Education

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### Stanford University | Master's Degree in Music Science & Technology

2007 - 2008, STANFORD, CA

### University of Miami | Bachelor of Science in Music Engineering

2003 - 2007, CORAL GABLES, FL w/ Minor in Electrical Engineering

### UC Berkeley Extension | Data Analytics Bootcamp

JAN 2019 - AUG 2019, SAN FRANCISCO, CA

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## Skills

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**Business:** Vision/Execution, Funnel Analysis, Strategic Partnerships, Collaboration, Public Speaking

**Data:** Jupyter Notebook, Pandas, SQLAlchemy, MySQL, Plotly.js, D3, Tableau, and Spreadsheets

**Languages:** Python, Javascript, HTML, CSS, C# for Unity 3D, C++

**Web:** Google Analytics, Tag Manager, Data Studio, Search Console, Squarespace

**Ads:** Facebook/IG, Pinterest, Snap, Apple Search, Google Ads, Programmatic, SEO

**Creative:** Adobe Premier, After Effects, Photoshop, Keynote, Canva, Logic Pro

**CAD / 3D:** Fusion 360 for 3D Design and 3D Printing, Eagle for PCB design

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## Patents

**Patents:** Co-inventor on 2 US Patents (8,983,829 / 8,868,411) for technology developed at Smule

## & Projects

**UA Analytics Software:** 2 modalities of funnel analysis for mobile UA in a simple and snappy interface

**BikeLapse.com:** An open source Hardware/Web platform for virtually cataloging bike rides