

# JORDAN N. FINGER

[www.linkedin.com/in/jordanfinger](http://www.linkedin.com/in/jordanfinger) ~ [jordanfinger@gmail.com](mailto:jordanfinger@gmail.com) ~ 917.200.2598

## EXECUTIVE LEADERSHIP

Highly motivated, performance focused leader with over 20 years of success in developing growth marketing strategies and running ad campaigns to scale direct-to-consumer, e-commerce companies.

## PROFESSIONAL ACCOMPLISHMENTS

Managed \$250,000,000+ in direct-to-consumer marketing to acquire millions of customers

Scaled 5 e-commerce companies 300% - 2,100% in yearly revenues

Generated \$500,000,000+ in B2C e-commerce revenues

P&L responsibility for leading a 30 member team

## AREAS OF EXPERTISE

Growth Strategy ~ Digital Marketing ~ Customer Acquisition ~ Customer Retention & Loyalty

Brand Positioning ~ Creative Development ~ B2C E-commerce & Subscriptions

Digital & Social Media ~ CRM ~ Data Analytics & Optimization ~ Budget & Forecasting

## PROFESSIONAL EXPERIENCE

FRESHLY, NEW YORK, 7/2015 - PRESENT

**Vice President of Growth Marketing, 8/2016 - Present**

**Director of Customer Acquisition & Revenues, 7/2015 – 7/2016**

- Founding executive leading the growth marketing strategy to drive customer acquisition and retention to make Freshly one of the fastest growing food-tech companies in the U.S.
- Manage the \$12 million yearly marketing budget to generate the company's year-over-year revenue growth of 233%
- Key accomplishments to accelerate growth for 2015 vs 2016 include: 295% increase in website traffic, 422% increase in mobile traffic, 1,131% increase in mobile customer acquisitions, 448% increase in total new customers acquired (27,394 vs 150,218)
- Grew revenues from \$9 million to \$30 million (2015 vs 2016) with a current annualized run-rate of \$57 million in revenues
- Expanded the marketing from 9 states to 28 states and increased meals shipped per month by 633% from 60,000 to 440,000 currently
- Through campaign optimization was able to reduce customer acquisition costs by 300%
- Lead the growth marketing team responsible for the advertising, social media, search, influencer marketing, email marketing, customer acquisition, customer retention, strategic partnerships, sponsorships, business development, creative, design, content creation, photography, video, data analytics and business intelligence

ALOHA, NEW YORK, 1/2014 – 7/2015

**Head of Digital Marketing & Customer Acquisitions**

- 2,100% increase in yearly revenue to an annualized run-rate of \$8,000,000 through the creation and execution of the digital marketing strategy
- 40%-60% increase in month-to-month new customer acquisitions through digital media channels: Facebook, Twitter, Google, Bing, display, retargeting, programmatic, native content, email sponsorships, friend referral, affiliates, SEO & mobile advertising
- Led the marketing team, managed the SEM and SEO agencies, spearheaded the ad creative & content, A/B landing page testing & acquisition funnel optimization

ADSHIP, NEW YORK, 12/2012 - 11/2013

**SVP Marketing & Business Development Consultant**

- Developed the marketing strategy for a digital ad platform to increase the company's industry awareness to attract new advertisers and publishers onto the network
- Advised the CEO & Founder on all aspects of the company's strategy, marketing, budget, P&L, investor relations, trade shows and client management
- Closed the company's largest advertiser which generated 50% of the monthly revenues

ARDIS HEALTH, NEW YORK, 2000 - 2012

**CEO & Founder**

- Led the day-to-day operations for an international, direct-to-consumer, e-commerce company that marketed health and beauty products for distribution in the United States, Europe and Asia
- Hired and managed a team of 30 employees to execute the company's vision and strategy for marketing, e-commerce, product development, branding, packaging, project management, website design, technology, digital media buying, advertising, PR, search marketing, social media, analytics and campaign optimization
- Drove customer acquisition through digital media across Facebook, Google, display ads, affiliates, and email channels to acquire over 1 million customers and propel the company to \$30,000,000 in revenues
- Championed the retention strategy to increase the customer lifetime value by 30%-50% through internal email, outbound telephone calls, social media and customer service experience

MEDIABAY/AUDIOBOOKCLUB, NEW YORK, 1998 - 2000

**Vice President Digital Marketing & Business Development**

- Launched the digital marketing campaign for AudioBookClub.com; oversaw a \$7,000,000 digital media budget; acquired over 300,000 customers per year to become a top 5 e-commerce bookseller with revenues in excess of \$21,000,000
- Produced microsites, A/B creative testing, data analytics and optimization to yield higher conversion rates from the digital ad campaigns while reducing the cost per acquisition
- Advised the CEO on the company's digital marketing, e-commerce and growth strategy

### **MEMBERSHIP ORGANIZATION**

Entrepreneur Organization, 2004 - 2012  
Member and Board Chair for the New York Chapter  
Sponsorship Chair, 2011 – 2012  
Hospitality Chair, 2010  
Social Chair, 2009 – 2011

### **INDUSTRY RECOGNITION**

Thought leader and speaker on growth marketing for Emarketer, AdRoll, MediaPost, Email Insider Summit, Brand Marketers Summit, LeadsCon, Inc Magazine, Entrepreneurs Organization, Forbes.com, HSBC Bank, CitiBank, Bank of America, NY Enterprise Report and a frequent guest speaker at New York University Graduate School.

### **EDUCATION**

**Tulane University - A.B. Freeman School of Business, New Orleans, LA**  
Bachelor degree in Business Science in Management - Marketing Major