

ELAN FOLTZ

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Growth Marketing Leader

Paid Acquisition • Full-Funnel & Product-Led Growth • Experimentation Systems • Analytics & Attribution

Growth leader with **\$50M+ in managed media spend**. Most recently **grew new investors 49% while cutting acquisition cost 25%** at an Inc. 5000 consumer fintech startup, and launched a subscription line **from zero to \$488K ARR in six months**. Owned conversion across the entire funnel from visitor to subscription to investment, and built the paid playbooks, testing standards, and attribution stack from scratch.

RESULTS

- **Owned a \$14.5M quarterly new-investment target, hit it by month two, and closed the quarter at \$20.7M**, 43% over plan
- **Launched a subscription product line from zero to 8,884 subscribers and \$488K ARR in six months**, proving through paid that a \$10/mo product could be acquired profitably and establishing every acquisition baseline from scratch
- **Grew new investors 49% and new invested capital 53%** while cutting blended CAC 25% and cost per investor 23%, even as paid spend increased 33%
- **Raised \$1.99M in a 3-day capital-raise event** at a **4.4% all-in cost of capital**, including media
- **Nearly doubled visitor-to-member conversion YoY, from 5.54% to 9.47%**, by diagnosing and removing the bottlenecks across landing page and onboarding
- **Built the paid testing and scaling playbooks from scratch at three companies**, plus a 5-person growth marketing team on \$10M+ in annual media spend

EXPERIENCE

Head of Paid Acquisition

Aug 2025 – Sep 2026 • Remote

Roots (Invest with Roots) | Real estate fintech startup, \$272M+ AUM • Inc. 5000 No. 563

Owned the full acquisition funnel and every metric in it: visitor, signup, verified user, investor profile, subscriber, first investment, and reinvestment. Ran acquisition across Meta, Google, YouTube, TikTok, Bing, and AppLovin/Axon, plus AI search. Set channel mix, budget allocation, and success metrics org-wide for an SEC-registered Reg A+ fund and a \$10/mo subscription product, all built and run in-house with **no agency, no vendor, and no inherited playbook**.

Scaled paid spend 33% year over year while cutting blended CAC 25% and cost per investor 23%, with new investors up 49% and new invested capital up 53%.

- **Owned acquisition against a \$14.5M quarterly new-investment target**, up roughly \$4M from the prior quarter. Hit the number by month two and closed at **\$20.7M**, 43% over plan
- **Launched a new \$10/mo subscription line from zero to 8,884 subscribers and \$488K ARR in six months**, establishing the paid acquisition economics for the company's second product line and owning all paid media through its rebrand and relaunch
- **Established the entire acquisition baseline set from zero:** cost per subscription, signup-to-subscription conversion, and channel viability thresholds, for a product with no history, no benchmarks, and no prior creative
- **Owned conversion rate at every funnel stage**, from landing page through in-app onboarding, diagnosing whether the page, the flow, or the traffic was the constraint. Nearly doubled visitor-to-member conversion, **5.54% to 9.47%**
- **Read paid incrementality off two forced blackouts**. 20 and 29 dark days ahead of consecutive quarterly deadlines cut new investors **46% and 43%** against the same prior-quarter events, close to one-to-one with the spend held back
- **Ran the paid arm of a 239-experiment growth program in 13 months**, producing a **33% win rate and 11 Big Wins**; authored the Meta and Google scaling playbooks, CAC kill thresholds, iteration rules, and graduation gates adopted as org standards
- **Drove decisions across product, engineering, creative, and senior leadership without owning any of those functions**. Briefed a creative team with independent sign-off authority, drove CAPI and Fivetran implementation with engineering, ran in-app tests with product, and delivered filmed readouts to leadership on every major event
- **Selected and implemented the company's multi-touch attribution platform** as the org-wide source of truth, then diagnosed its limits and drove the migration to a Fivetran-based conversion feed for Meta and Google
- **Co-built the company's 13-month growth and budget model:** driver-based forecasting with cohort retention curves, channel-level CAC assumptions, and monthly cash-flow projection, behind a **10x paid spend scale-up**
- **Architected the mobile app launch and go-to-market:** channel priority and budget across Apple Search Ads, Google App Campaigns, and Meta App Install, MMP selection, SKAdNetwork conversion value mapping, iOS ATT strategy, ASO with Custom Product Pages, and the in-app event taxonomy
- Designed and built the **AI marketing operations system** used daily by the growth org: 30+ specialist agents with routing logic, nightly automated data digests, and live API integrations to Meta, Google, and Metabase

Lead Digital Marketing Specialist

Jun 2024 – Jul 2025 • Las Vegas, NV

Chapel of the Flowers | Las Vegas' largest full-service wedding venue

- **Rebuilt Meta from zero after the channel had been written off internally.** Prior attempts failed because broken tracking made performance impossible to prove. Rebuilt the measurement foundation first, then scaled it into the company's largest acquisition channel at **six-figure monthly spend**
- **Rebuilt the entire tracking infrastructure:** GTM, GA4, server-side tagging, a custom cloud backend I stood up myself, and Conversions API across Meta, TikTok, Pinterest, and Google
- **Managed a seven-figure annual media budget** and expanded into new channels, establishing the testing SOPs and playbooks each one scaled on
- **Owned website conversion rate end to end**, hand-coding landing pages from scratch and testing into lift. Found and fixed a bounce-rate inflation problem caused by spammy unattributed traffic, cleaning attribution and **saving \$120K+ annually**
- **Built a programmatic and direct-mail buyer-journey program**, mapping the full customer journey and time-to-purchase, then targeting prospects inside their active buying window via DSPs and mail
- **Built a seasonality-based budget model** for scaling spend across Meta, TikTok, Pinterest, and Google

Senior Growth Marketing Manager

Feb 2018 – Jun 2024 • Remote

Optimize Media | Digital marketing agency

Joined as Growth Marketing Manager and promoted to Senior, progressing from individual channel ownership to **leading the agency's growth marketing team** across SaaS, B2B, DTC, and eCommerce accounts, with responsibility spanning channel strategy, budget allocation, testing standards, and team development.

- **Grew managed media from individual accounts to \$10M+ annually by the final year**, \$40M+ across six years and 35+ accounts, while **cutting CAC by as much as 30% on key accounts**. Remained hands-on in media buying, optimization, and measurement while leading the team
- **Built the growth marketing team from zero to five**, owning hiring, mentoring, performance reviews, and development, and coaching each marketer through their own client pod against \$10M+ in annual spend
- **Built scaling playbooks by vertical and a structured testing and prioritization system** adopted across every agency pod as the operating standard for paid media
- **Stood up acquisition channels from zero across client accounts** spanning Meta, Google, Bing, TikTok, LinkedIn, and Snapchat
- **Built acquisition for restricted categories including CBD**, where primary paid channels were unavailable, replacing them with technical SEO, YouTube, and Google Business Profile to reach top local rankings
- **Ran seven-figure annual app install spend** across Apple Search Ads, Google App Campaigns, and Meta, and **personally built and ran programmatic display** across Trade Desk and other DSPs
- **Built lifecycle and outbound systems end to end:** behavioral nurture, winback, and lead-scoring flows in HubSpot and Klaviyo, plus cold prospecting sequences in Instantly
- **Owned SEO architecture end to end**, driving **+30% YoY organic traffic** on key accounts
- **Launched ecommerce builds on Webflow, Shopify, and BigCommerce** with full CRO alignment

Digital Marketing Manager

Jan 2016 – Feb 2018 • Beverly Hills, CA

Infiniti of Beverly Hills | Luxury auto dealership

- **Built the dealership's lead funnel from inquiry through showroom appointment**, and ran all paid acquisition against it
- First work scaling paid media in high-consideration purchase marketing, where buying cycles run weeks and the conversion that matters happens in person

Earlier: Marketing Assistant, EcoGreen Construction Services (2014–2016)

SKILLS

Paid Media, Lifecycle & Web: Meta (CAPI, Advantage+, ASC, LALs), Google (Search, PMax, Demand Gen, YouTube), TikTok, Microsoft/Bing, Programmatic DSPs, Value-Based Bidding, Creative Testing Systems, Budget Allocation • HubSpot and Klaviyo for nurture, lead scoring, winback, and outbound funnels • Technical SEO, Generative Engine Optimization (GEO/AEO), schema architecture, HTML/CSS, Webflow

Mobile: Apple Search Ads, Google App Campaigns, Meta App Install, AppLovin/Axon, Mobile Measurement Partners (AppsFlyer, Adjust, Branch), SKAdNetwork, iOS ATT strategy, App Store Optimization, Custom Product Pages, deep linking (standard, deferred, contextual)

Measurement & AI: SQL, GA4, GTM (web & server-side), Metabase, Amplitude, Looker Studio, Tableau, Fivetran, Multi-Touch Attribution, Incrementality & Experiment Design (ICE, kill gates, statistical readouts), LTV & Cohort Modeling, Growth Forecasting • AI agent architectures, automated reporting pipelines, Claude Code, Apify