

Role Name

Company (YYYY–YYYY)

- **Context:** *[Company = size, stage, GTM model]. The growth team reported to [function] and focused on [mandate].*
 - **Accountability + Ownership:** *Accountable for [KPIs]. Owned [growth model areas] including [specific levers].*
 - **Team:** *Operated as [team of one / team lead / player-coach]. Partnered with [cross-functional groups]. Scaled team from [X → Y] if applicable.*
 - **E+R #1:** *[System / program / loop you built] → [specific outcome].*
 - **E+R #2:** *[Major initiative or experiment shipped] → [metric moved].*
 - **E+R #3:** *[Framework / operating rhythm / process created] → [impact].*
 - **E+R #4:** *[Additional initiative] → [result].*
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Example #1

Growth Marketer — Nimbus

(2023–2025)

- **Context:** Nimbus is a 120-person B2B SaaS startup in the analytics space, operating a high-volume PLG motion with 30K+ monthly signups. Growth sat under Product and focused on driving self-serve activation and paid conversion.
- **Accountability + Ownership:** Accountable for signup-to-activated rate, new self-serve revenue, and weekly experiment velocity. Owned the PLG growth model across acquisition, onboarding, lifecycle, and activation.
- **Team:** Operated as a player-coach alongside a designer and analyst; partnered weekly with Product, Data, and Lifecycle. Worked as a team of one for my first 6 months before adding 2 roles.
- **E+R #1:** Built our onboarding activation system (new checklist, in-app prompts, better empty states) → increased signup-to-activated rate from **28%** → **39%**.
- **E+R #2:** Ran weekly website + onboarding experiments across homepage, sign-up flow, and first-run experience → improved signup conversion by **14%**.

- **E+R #3:** Implemented lifecycle messaging across email + in-app → reduced early-stage drop-off by **22%**.
- **E+R #4:** Launched our first PLG conversion loop (usage triggers → upgrade prompts → paywall messaging) → increased monthly self-serve revenue by **\$180K ARR**.

Example #2

Head of Growth — AtlasPay (2021–2025)

- **Context:** AtlasPay is a 500-person fintech scale-up with a hybrid PLG + sales-assist motion serving mid-market finance teams. Growth reported directly to the CEO and owned end-to-end product-led revenue.
- **Accountability + Ownership:** Accountable for PQL volume, self-serve ARR, and product-qualified expansion. Owned acquisition, activation, engagement, monetization, and referrals across the entire customer lifecycle.
- **Team:** Led a cross-functional growth org of **7** (2 Growth PMs, 2 engineers, 1 designer, 1 lifecycle marketer, 1 analyst). Scaled team from **2** → **7** as growth velocity increased. Partnered closely with Product, Sales, and Revenue Ops.
- **E+R #1:** Built a unified self-serve revenue engine (signup → onboarding → paywall → expansion loops) → increased PLG ARR from **\$3.1M** → **\$7.4M**.
- **E+R #2:** Designed and operationalized the company's experimentation program (prioritization model, weekly ops cadence, KPI scorecard) → increased test velocity **3×** and delivered \$1.2M incremental ARR in 12 months.
- **E+R #3:** Launched a hybrid activation initiative connecting in-product triggers with sales-assist workflows → grew PQL-to-SQL conversion from **19%** → **33%**.
- **E+R #4:** Implemented retention-focused in-app education and usage loops → improved Day-30 retention from **56%** → **66%**.