

## Contact

[www.linkedin.com/in/edwardjwhiteiii](http://www.linkedin.com/in/edwardjwhiteiii) (LinkedIn)  
[ejwhite.me](http://ejwhite.me) (Personal)

## Top Skills

Financial Accounting  
Financial Analysis  
Newsletters

## Languages

Spanish (Limited Working)  
English (Native or Bilingual)

## Certifications

Marketo Certified Associate

## Honors-Awards

Maryland Entrepreneur Expo 2013 -  
Expert Speaker

National Finalist - 2012 KPMG  
International Case Competition  
(KICC)

Power 100 of 2016: #40 - Javazen  
MUSE Awards Gold Winner

## Publications

Top-10 Pharmacy Software for  
Successful Independent Pharmacies

Customer Journey Optimization: The  
Insider's Guide

Emirati cinema shines at Dubai  
International Film Festival

6 Ways to Bring Mindfulness to your  
Coffee Routine in 2017

Business Process Mapping 101 for  
Marketers: The Ultimate Guide

# EJ W.

growth @ beehiiv // the newsletter platform built for growth //  
transforming indie creators and publishers into tomorrow's top media  
brands // DBA Alum, Y2

Halethorpe, Maryland, United States

## Summary

Experienced performance marketer and business strategist with a  
track record of scaling digital + consumer product brands (SaaS,  
eComm, D2C, B2C) from \$0 - \$2M+ ARR.

### Skills:

- Brand Strategy
- Demand Generation
- Product Management
- Product Marketing
- Digital Marketing
- Marketing Operations
- Content Marketing
- Conversion Rate Optimization (CRO)
- Data Analytics
- Direct-Buy Media Placement
- Email Marketing & Marketing Automation
- Marketing Operations
- Paid Social Advertising
- Newsletter Sponsorship
- Revenue Optimization
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)

### Tools in the Toolbox:

- Amazon Web Services
- BigQuery
- Bing Webmaster Tools
- Databox
- Facebook Ads / Facebook Business Manager
- FullStory
- Google Ads
- Google Analytics

- Google Display Network (GDN)
  - Google My Business
  - Google Optimize
  - Google Search Console
  - Google Tag Manager
  - Looker Studio
  - Hotjar
  - Hubspot
  - Klaviyo
  - Marketo
  - Mailchimp
  - Metabase
  - Microsoft Advertising
  - Microsoft Clarity
  - Pinterest Ads
  - Privy
  - Quora Ads
  - Reddit Ads
  - Salesforce CRM
  - Segment
  - SEMRush
  - Snapchat Ads
  - SpyFu
  - TikTok Ads
  - Twitter Ads
- and more...

---

## Experience

beehiv

Senior Growth Manager

February 2022 - Present (1 year 3 months)

New York, New York, United States

beehiv is a newsletter platform built by newsletter people. We provide creators with the best tools in email to scale, reach a larger audience, and make more money.

In less than 14 months:

- Grew ARR from \$44k to \$2M+

- Expanded userbase from 1.7k to 50k+

reef

Advisor

April 2020 - Present (3 years 1 month)

Baltimore, Maryland, United States

Ready Set Rocket

Senior Strategist

March 2021 - February 2022 (1 year)

New York, New York, United States

Knowledge to Practice (K2P)

Director of Digital Marketing

October 2019 - February 2021 (1 year 5 months)

Bethesda, Maryland, United States

Led digital acquisition efforts utilizing best-practice email marketing, search engine marketing, paid and organic social media marketing, conversion rate optimization, analytics, SEO, and PR activities.

WebMechanix

1 year 9 months

Account Manager

January 2019 - October 2019 (10 months)

Columbia, Maryland, United States

- Wrote internal client relationship management processes as part of an organizational change management initiative that achieved client retention, utilization, and client performance objectives.
- Identified inefficiencies in client goal-setting and reporting processes that precipitated organization-wide migration to the “OKR” framework resulting in attainment of aggressive revenue, user acquisition, and cost-reduction goals.
- Led more than a dozen complex digital project engagements from deal-close to upsell and/or offboarding I met or exceeded client sentiment, technical requirements, regulatory compliance, performance objectives, and agency profitability.

Digital Strategist

February 2018 - December 2018 (11 months)

Columbia, Maryland, United States

- Specialized in behavior-based email marketing campaigns achieving open rates up to 81%, click-through rates up to 35%, and order rates up to 10%.
- Implemented user personalization using various tools like Klaviyo, Privy to leverage cross-platform marketing automation for hyper-relevant customer experiences leading to up to purchase conversion rates up to 7.8x the site average.
- Refined analytics skills through the advanced implementation of Google Analytics and Quantcast to measure impact using, unified session tracking for cross-device data clarity, event/destination-based goal tracking, and custom report and dashboard building

## BulkWhiz

Ecommerce Manager

September 2017 - February 2018 (6 months)

Dubai, United Arab Emirates

- Designed and executed a 360-degree D2C digital marketing strategy (email, content, paid social, organic social, SEM, and affiliate marketing). Drove monthly-on-month user growth of 104.36%, 61.73% top-line revenue growth, 77.31% reduction in cost-per-acquisition, and a 31% increase in average order size.
- Developed tactical digital marketing campaigns. Collaborated extensively with the offshore development team, design team, and management stakeholders to deliver marketing and promotional media to targeted segments.

## Javazen

Marketing Manager

June 2016 - September 2017 (1 year 4 months)

College Park, Maryland, United States

- Designed and executed an omnichannel D2C digital marketing strategy that built the brand from dorm-room concept to hundreds of grocery stores across the United States. Executed successful “guerilla marketing” product launches that sustained 400%+ month-on-month increases in in-store and online sales.

- Led branding and conversion rate optimization projects that contributed to a 45% increase in traffic and increased conversion rate 2136% from 0.11% to 2.46%.

## Falcon and Associates

### Associate Consultant

August 2015 - June 2016 (11 months)

Dubai, United Arab Emirates

- Completed, with distinction, year-long consulting fellowship with the Ruler of Dubai's economic development entity.

- Received coaching and training from McKinsey, Booz, and PwC (Strategy&) mentors while completing four months of MBA-level coursework via European business school ESMT.

### Major Consulting Projects:

- Developed comprehensive, 5-year growth strategy for the largest tech incubator in MENA (DTEC) and delivered recommendations to the DSOA Freezone executive board.
- Designed executive succession planning and talent development strategy for Jumeirah Group (>\$1B hospitality management firm) for use in the firm's first transition of corporate leadership

---

## Education

University of Maryland - Robert H. Smith School of Business

Bachelor's degrees, Accounting and Finance · (2011 - 2015)

University of Maryland - A. James Clark School of Engineering

Minor, Technology Entrepreneurship · (2013 - 2015)

Westminster High School

High School Diploma · (2007 - 2011)