

LUKE GRANT

Rye Brook, NY 10573 • 512.296.5853

jluegrant@gmail.com • www.lukegrant.net • www.linkedin.com/in/lukegrant

DIGITAL MARKETING AND E-COMMERCE EXECUTIVE

Digital, Ecommerce, and growth marketing leader with career of positively impacting P&L performance

- ⇒ Extensive success creating and driving strategic digital initiatives; delivers up to 80% revenue growth and millions of new customers.
- ⇒ Drives positive brand exposure for consumer products & services, enhancing market position in the industry.
- ⇒ Managed marketing & e-commerce functions for \$1B Dell electronics division and teams with up to 125 employees.

Key Success Attributes Include:

Exec level Organizational Leadership
B2C/B2B Digital Marketing Expertise
Exceptional Business Acumen
Customer-Focused Approach
Revenue & Business Growth Strategist

Results-oriented Growth Leader with an analytical mindset who transforms marketing & digital functions into fully aligned centers of competence for dynamic organizations. Highly in tune with current integrated marketing models and branding strategies, accelerating share and revenue at a dramatic pace. Collaborative problem solver accustomed to leading challenging initiatives at technology-driven companies both large and small. Plans and manages annual budgets up to \$150MM.

Revenue/Profit Growth	Business Analytics	Performance Marketing	Creative Brand Messaging
E-commerce Strategy	Planning & Budgeting	Customer Journey	Online Marketplaces
Customer Acquisition	P&L Ownership	Marketing Technology	Data-Driven Insights
Executive Leadership	Direct-to-Consumer	Employee Development	Content/Social Marketing

Professional Experience & Impact

JLG Group Consulting | New York, NY | 2015 - current

Consulting engagements with expertise in marketing strategy, branding, digital marketing, and e-commerce.

PRINCIPAL MARKETING & E-COMMERCE CONSULTANT: Engage in projects ranging from 1 week to one year for clients in a variety of industries with diverse e-commerce (including Amazon), digital marketing, and marketing strategy needs.

- Led a one-year, full-time project to turn-around Targus International's Amazon performance – from down 22% YoY to a 21% YoY growth trend; improved GM% by 220 bps, added 150 new skus, and added 200 A+ content pages.
- Oversaw Targus' \$350k/yr Amazon Marketing Services (AMS) program across 80 campaigns with a ROAS of 4x.
- Completed a comprehensive e-commerce plan incorporating online publisher Purch's 13 websites (3 mo. project).
- Also executed e-commerce marketing work for a CPG company, an apparel start-up, and a medical technology firm.

Realty Mogul, Inc. | Los Angeles, CA | 2015

Leading fintech start-up - online real estate financing and investment platform.

VICE PRESIDENT OF MARKETING: Recruited to rebuild marketing team and develop strategic marketing plan to accelerate business; managed digital and traditional marketing efforts, agency relationships, and customer acquisition strategies. Drove growth of real estate opportunity pipeline from developers and sponsors.

- Managed \$10MM marketing budget and increased accredited investor client base by 13% in 6 months.
- Re-built marketing team from 1 junior marketing analyst to a team of 5 professionals in less than 5 months.
- Increased search marketing results by 15% and website traffic by 13% due to data-driven insights & initiatives.
- Led national radio advertising campaign that drove investor leads at 15% above normal run rate.

Monoprice, Inc. | Rancho Cucamonga, CA | 2011-2014

Direct to consumer e-commerce brand for consumer electronics with \$150M in revenue.

VICE PRESIDENT OF MARKETING: Built and led team of 9 marketing professionals; oversaw all aspects of company marketing for B2C and B2B channels, e-commerce and online marketplace performance, merchandising, PR and events, and social media. Managed 3 agency relationships and \$6MM marketing budget.

See next page for continuation of relevant experience and highlights....

- Led development of marketing function focused on driving brand awareness within target customer segment.
 - Attracted & converted 1.5MM new customers via implementation of integrated channel marketing strategies.
 - Drove search, e-mail, and affiliates to increase site traffic by 72%, revenue by 80%, and EBITDA by 113%.
- Built a strong presence on several e-commerce marketplaces including Amazon (both retail and marketplace), Wal-Mart, E-bay, and Best Buy; channel revenues grew 50% to \$12MM in 2014.
- Partnered with agencies to generate ROI on marketing spend of approximately 2X while maintaining cost of customer acquisition at 33% below industry norms and conversion rates 50% above industry average.
- Enhanced brand profile and positioned company for profitable \$180MM sale to strategic buyer.

Cenoplex, Inc. | Los Angeles, CA | 2008-2010

Early-stage start-up providing technology-based messaging platform for mobile telecom networks.

VICE PRESIDENT: Served as Executive Consultant to 10-person management team; led development of operational processes, fundraising, investor relations, and business development.

- Researched and articulated go-to-market business cases for platform, enabling capital raising of \$2MM+.
- Contributed to efficient company management via design of operational metrics dashboard.

Helio, LLC | Los Angeles, CA | 2007-2008

Mobile telecom device and services company acquired by Virgin Mobile and subsequently Sprint.

SENIOR DIRECTOR OF SALES & MARKETING: Directed sales and transactional marketing across e-commerce, telesales, and retail channels; identified and implemented key improvements to drive conversion rates and new subscription results.

- Created and deployed company's first Black Friday promotion, designing offers and coordinating advertising to maximize reach of program; generated record-setting performance 25% higher than prior holiday period.
- Spearheaded improvements for e-commerce store; streamlined checkout and improved conversion by 10%.
- Partnered with wireless marketplaces to promote Helio products, increasing e-commerce sales by 12%.
- Increased sales performance by 20% within omni-channel by improving merchandising and sales tactics.

Dell, Inc. | Austin, TX | 1999-2007

\$60B Fortune 500 global technology solutions provider.

MARKETING DIRECTOR: Progressively grew with company via promotions to positions of increased challenge and complexity. Oversaw marketing of 125K sku, \$1B consumer electronics, software, and accessories division. Directed multi-channel marketing cycle and key vendor relationships with major brands (Microsoft, Canon, Sony, & Lexmark).

- Grew sales by 12% and profits by 15% accelerating consumer division's performance despite flat industry growth.
- Guided e-commerce channel relationships, expanding awareness of Dell's consumer electronics value proposition.
- Managed marketing and advertising budget of \$150MM across online, TV, print, and events.
- Attained 43% YoY revenue spike in gaming vertical by developing online community and e-commerce store for video gamers on Dell.com.

Early Dell Career: Held **marketing operations** role for forecasting demand, pricing, and profitability for \$4B consumer PC business; saved company \$500K and received **Dell CFO Award** for six-sigma project. Led and revamped 125 employee customer service organization; Won **Dell MVP of the Quarter Award** on 3 occasions.

Additional Professional Experience

Global Investment Banking Associate – JPMorgan Chase & Co., Inc.

Education

MBA, Marketing & Strategy - University of Michigan, Ross School of Business

BSBA, Finance - Georgetown University, McDonough School of Business

Six Sigma Green Belt Certified in Business Process Improvement