

# ISHAN SHAH

www.theishanshah.com

## EXPERIENCE

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### Future – Virtual Personal Training Subscription App

June 2023 - Current

#### Head of Growth / Growth Marketing Lead

- Played a key role in preparing the business for its acquisition by Autograph by improving growth efficiency, establishing scalable operations, and enabling dual-product growth
- Cut CAC by 53% — achieving the lowest CAC in company history at this stage of growth; owned and scaled efficient acquisition across organic, Meta, Google, YouTube, and affiliate.
- Developed Future's segmentation-led growth playbook to scale acquisition while optimizing retention, leveraging behavioral, demographic, and motivational data to achieve a 35% conversion rate lift
- Led post-price increase of 33% GTM and playbook to balance supply and coach utilization achieving a 90% coach supply sellout
- Scaled a full funnel growth strategy that maximized LTV by pairing referrals and reactivations; accounted for 60% of signups
- Up-leveled Future's MarTech stack by integrating to AppsFlyer (MMP) and Amplitude; enabling product usage insights, deep funnel attribution, and product led growth (PLG) motions

### Landing – An Apartment Subscription Company

March 2021 – June 2023

#### Growth Marketing Manager d.b.a. Director of Marketing

- Managed growth, lifecycle, brand, product marketing, and PR; operated as the head of marketing post marketing consolidation; generated \$12M+ in revenue
- Developed & built the entire lifecycle strategy from acquisition to retention; reduced CAC by 68% by managing a testing roadmap
- Launched 13+ growth channels by owning channel-testing roadmaps account for 70% of all customer acquisition
- Grew referral contribution from 1% to 15% by optimizing backend tracking, incentive structures, and campaign design
- Drove 10x increase in repeat conversions through retention programs and full-funnel CRO experimentation — increasing conversion contribution from 15% to 44%.
- Collaborated with product, design, & engineering teams to build an extension product feature contributing to \$7.5MM in revenue

### Ampush – A Growth Marketing and Digital Strategy Agency

October 2019 – March 2021

#### Senior Growth Marketing Analyst

- Drove \$5.5MM in profit across 4 D2C clients through the development of strategies to expand & monetize the customer base
- Operated as the Growth Product Manager for engineers & designers to build customer-facing experiences and applied UX/UI test learnings, resulting in the release of 100+ landing pages and experiences that drove 200% YoY revenue growth
- Led a team of analysts, designers, and engineers to execute against a growth testing roadmap across 8 channels, executing over 200 tests and contributing to \$12MM in revenue
- Launched a company and brought 6 products to market, led all growth efforts; achieved profitability in 10 weeks with 320% ROAS
- Boosted acquisitions by 85% and reduced costs by 35% by managing the testing roadmap to execute new A/B ad tests, targeted messages, creatives, and conversion rate optimization (CRO) tests

### Rooster Teeth Productions – A Warner Bros. Discovery Company

November 2016 - September 2019

#### Growth Marketer, Business Operations - Ad Products & Revenue Team

- Drove \$6MM+ in sales through the development of new ad products and product features to boost conversion rates and brand lift
- Segmented users to enhance brand-audience fit through data analysis and integrated campaign testing, resulting in \$2.5MM
- Contributed \$34MM+ in sales by developing sales tools and branding assets for our Podcast Network to support the sales team
- Generated over \$6MM in revenue by supporting the growth and development of various business operations, including e-commerce, streaming services, live events, branding deals, podcast ads, and integrated marketing programs.

## EDUCATION

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### The University of Texas at Austin

Bachelor of Business Administration, Major in Marketing, Minor in Advertising  
*Relevant Coursework: Management Information Systems and Integrated Design*

## ADDITIONAL INFORMATION

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**Bootcamps:** IDEO Growth and AI Strategy, Reforge's Product Management Foundations and Growth Series, 3 Day Startup

**Skills:** Lifecycle & CRM, Attribution & Incrementality, Product Analytics, SEO, Paid Media, CRO, Marketing Ops, Product Marketing

**Work Eligibility:** Eligible to work in the U.S. with no restrictions