


Harper Lee

Startup CMO


Early-stage marketing executive with a bias for growth and agility

Startup CMO with 10 years of experience building demand engines, positioning products for scale, and leading agile teams. Adept at managing limited budgets, conducting market validation, and driving rapid user growth.

CONTACT

 (000) 000-0000

 email@example.com

 LinkedIn | Portfolio

 San Francisco, CA

KEY SKILLS

- A/B testing
- Agile marketing
- Branding for startups
- Content marketing
- Customer development
- Growth loops
- Launch strategy
- Product-market fit
- SaaS marketing
- Venture-backed scaling

EDUCATION

Bachelor of Arts (B.A.) in
Communication
University of California, Berkeley
, Berkeley, CA
May 2014

PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER | FINROCKET , SAN FRANCISCO, CA
MAY 2020 – PRESENT

- Scaled user base from 5K to 120K in under three years via referral and freemium funnels
- Managed \$150K annual marketing budget and outperformed ROI expectations by 60%
- Partnered with product team to develop onboarding flows that improved retention by 44%

HEAD OF MARKETING | DEVLUNCH , SAN FRANCISCO, CA
APRIL 2016 – APRIL 2020

- Created GTM plans for two Series A products, helping secure \$8M in follow-on funding
- Defined brand voice and messaging architecture from scratch