

# Shawn Friel

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## Marketing Executive

Performance Marketing | Brand Building | Growth Strategy

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Accomplished executive with 20+ years of experience in driving profitable growth for B2C and B2B businesses. Expertise in creating data-driven growth strategies, building marketing teams, and leading organizational change. Proven success in improving ROI and customer experience. Selected achievements include:

- Generated profitable omnichannel growth for 3 brands that relied on declining legacy marketing.
- Drove subscription growth and higher LTV for 5 brands through new acquisition and engagement campaigns.
- Launched 5 new brands and 6 product categories for existing brands for DTC and SaaS businesses.

## Professional Experience

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**Gitwit Creative, Tulsa, OK**

2023 – 2025

**Venture CEO (2023-2025)**

Developed and led a DTC at-home testing startup (Test with Know) as part of Gitwit's venture studio. Executed fundraising, brand development, customer acquisition, e-commerce, supply chain ops, and analytics.

- Achieved a \$3M run rate in four months through thorough testing of messaging, the landing page and checkout experience, campaign structure, and channel mix.
- Delivered 40% post-media margins through campaign execution, as well as pricing and COGS optimizations.

**Head of Marketing (2023-2025)**

Advised startups and growth-focused businesses to rapidly create digital products and communication.

- Led effort to take a client telehealth startup from 0 to 1, and managed customer acquisition post launch.
- Developed the go-to-market strategy for client SaaS startups leveraging AI to drive efficiency and improve customer experience. Served as interim CMO for a software venture.

**Everly Health, Austin, TX**

2021 – 2023

**Vice President, Marketing**

Led the growth team for Everlywell, the leading at-home diagnostic testing brand. Managed customer acquisition, e-commerce strategy, analytics, pricing, and marketing planning.

- Managed the P&L and marketing budget of ~\$90M. Devised campaign strategy, set daily budgets, and owned sales forecasts by SKU.
- Grew post media margin 80% and sales 5% through rigorous campaign testing, channel expansion and media mix optimization, CVR improvements, and price optimization.
- Increased new membership signups 20% by launching a new, membership-focused marketing campaign.

**Earth Class Mail, San Antonio, TX**

2020 – 2021

**Vice President, Growth**

Led a cross-functional team of marketers, engineers, product managers, UX designers, and data scientists to drive profitable growth through demand generation and e-commerce strategy for a virtual mail SaaS company.

- Drove 30+% new subscriber revenue growth by improving lead generation and nurturing, as well as increasing conversion through rigorous testing throughout the conversion path.
- Improved new customer retention 5ppt by reducing friction in the activation process.
- Scaled new sales from performance marketing 45%, while lowering customer acquisition costs 20% through improved ads, campaign optimization, and conversion improvements.

**Beachbody, Santa Monica, CA**

2016 – 2020

### **Senior Vice President, Strategic Analysis (2017-2020)**

Led corporate strategy, analytics, and marketing teams to drive efficient customer acquisition and increase customer lifetime value for the leading seller of digital fitness solutions and nutritional supplements.

- Developed the GTM strategy, marketing plan, and operating model for a new digital fitness app. Grew membership to 45,000 subscribers in three months.
- Orchestrated media mix optimization through enhanced attribution, funnel optimization, and A/B testing. Reduced CAC for digital subscription 20% while scaling spend across digital channels by 200%.

### **Vice President, Strategic Analysis (2016-2017)**

- Oversaw lifetime value (LTV) to customer acquisition cost (CAC) targets to determine \$150M media spend allocation across online and offline channels.
- Spearheaded strategic growth initiatives focused, including new product launches and pricing strategy.

**Sears Holding Corp.**, Hoffman Estates, IL

2013 – 2016

### **Division Vice President, Marketing Analytics**

Managed a team of 75 analytics and data science associates that transformed customer data into actionable insight.

- Spearheaded the creation and implementation of real-time targeting and personalization solutions for loyalty program members using big data technologies, generating incremental annual revenue of \$150M.
- Led the development of solutions to improve merchandising, including creating store-level assortment and improving seasonal category profitability 8% by optimizing marketing and inventory based on regional demand.

**ServiceMaster**, Memphis, TN

2010 – 2013

### **Sr. Director, Marketing Analytics (2012-2013)**

- Directed \$110M media spend across a portfolio of residential services brands, achieving 6% growth.
- Improved ROI 10% by partnering with executives to transition from offline sales spend to digital marketing.

### **Director, Corporate Strategy (2010-2012)**

- Partnered with senior leaders to develop the strategic plan and execute key initiatives.
- Spearheaded a strategic pricing project that drove an incremental ~\$40M in annual value.
- Drove incremental 3% growth through implementing a market penetration strategy for a BU.

**A.T. Kearney**, Chicago, IL

2006 – 2010

### **Engagement Manager (2008-2010)**

### **Associate (2006-2008)**

- Drove profitability for CPG and logistics clients through marketing, pricing, and supply chain optimization.

## **Education**

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**Duke University, Durham, NC**

Master of Business Administration (MBA)

**LaSalle University, Philadelphia, PA**

Bachelor of Science (concentration: finance)

## **Additional Skills**

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- Leadership: strategic planning, change management, cross-functional collaboration, team building.
- Brand Strategy: go-to-market strategy, brand story, messaging, content development
- Performance Marketing: campaign strategy, channel management (social media, pay per click [PPC], Amazon, TV / video, podcast, influencers, direct mail, radio, OOH, SEO, email marketing).
- E-commerce: A/B testing, conversion rate optimization, e-commerce store management.
- Analytics: performance measurement, data queries (Alteryx, SQL), platforms (e.g. Google Analytics, Ads Manager, SEMrush, Shopify, Adobe, HubSpot), visualization tools (e.g. Tableau, Looker).