Avi S. Zolty

Irvine, California 92612
avi.s.zolty@gmail.com • 404.446.5102

Senior Marketing Executive

Marketing/ Strategy

Early Y Combinator Alumni with 10+ years' success executing multi-channel strategies to maximize profitability. Repeatedly produced and sustained high growth and revenue multiples in dynamic and changing markets. ***GMAT: 700***

— Areas of Expertise —

Strategic Planning & Execution | Digital Media | Data-driven Marketing | Google Analytics | Capital Deployment
Growth Hacking | Churn & LTV optimization | Leadership & Team Development | Client Satisfaction & Retention | Business Strategy
Organic Business Growth | Performance Marketing | Strategic Partnerships | Direct Response Acquisition | Entrepreneurship

— Career Accomplishments —

Y-Combinator alumni (Winter 2013)
Launched, scaled, and sold four businesses for combined $50M.
IAB 250 Consumer Brands to watch
Transformed failed business from bankruptcy to $5M ARR.
Achieved 50% growth rate in six months, generated $20M in ROI.

Recent Professional Experience

CTRL Collective Coworking — Los Angeles, California
Chief Marketing Officer — 2017 – Present

Design and execute short and long-term strategies to achieve business success. Develop marketing and sales plans. Research, and engage with prospective investors to raise capital. Identify core channels and build KPIs to increase revenue.

Key Accomplishments:

- Conduct competitive analysis and created corresponding strategy to differentiate from competitors; **successfully scaled operations from start-up to five locations in two U.S. states**.
- **Generated $20M in ROI** through social media (Facebook, Instagram, Twitter) direct response paid acquisition and direct response marketing channels.

Signal Products — Los Angeles, California
Head of Strategy, Marketing — 2015 – Present

Led new business development to drive revenue growth for women's handbag subscription company. Spun off and founded jewelry business (EarFleek.com). Mentored and managed 50 high-performing employees. Conducted financial planning and analysis.

Key Accomplishments:

- Spearheaded turnaround efforts**; transformed failed parent-companies business into $5M ARR**. Innovated sales and marketing plans to maximize profits. Analyzed consumer trends, expanded into new verticals and launched multi-channel advertising campaigns.
- Test and capitalize on new digital marketing channels to accelerate acquisition and activation; **achieved 50% growth in six months, growing from 20,000 to 40,000 monthly actives users.**

Teen Startup Academy — Los Angeles, California
Founder — 2014 – 2017

Founded Non profit business accelerator for at-risk children.

Key Accomplishments:

- Over 250 classes with multiple lives changed **featured on Larry King.**

Previous entrepreneurial experience establishing, scaling, and exiting four companies for a combined total of $50M. Businesses include Skurt Inc (car rental startup sold to Fair.com), Trustable.com (software company sold to Max Levchin), and Beatdeck (Music Analytics sold to major label).