

# Greg Drewganis

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## Summary of Qualifications

Versatile, innovative, and results-oriented marketing leader with over sixteen years of proven success executing data-driven digital strategy, brand building, and user experience across multiple consumer touchpoints.

### Core Strengths

- Customer Acquisition and Retention
- Search Engine Marketing
- Online Advertising
- Product Management
- Business Development
- A/B and Multivariate Testing
- Email Marketing
- Strategic Planning
- Quantitative and Qualitative Analysis
- P&L Management

## Professional Experience

Beachbody, LLC.

2014 - present

### Senior Director, Online Acquisition and Experience

Create, lead and implement interactive strategies across a broad set of tactics and channels as an integrated part of overall branding, acquisition, and website optimization efforts for \$1.4B direct marketing company.

- Provide thought leadership for campaign strategy, conceptualizing large-scale digital acquisition and A/B testing efforts
- Direct and manage the workflow and utilization of the creative team from ideation to delivery in partnership with cross-functional teams to produce high-quality creative with appropriate velocity
- Measure operational performance, effectiveness, and ROI of creative and development resources to improve efficiency and effectiveness of marketing acquisition efforts
- Lead quantitative and qualitative analysis to identify the impact of current and future growth initiatives
- Effectively communicate ideas, plans and results to executives and key decision makers through transparent reporting and regular C-Suite and Executive presentations in order to maximize marketing execution
- Actively mentor and adhere to performance management practices to enable contribution and ongoing development of direct reports and junior marketing team members

### Strategic Marketing Consultant

2013 - 2013

Work with small to mid-size businesses to help them develop a stronger online presence, engage website visitors, and gain qualified leads through strategic planning, website design, SEO, SEM, social media, email, and campaign analytics.

- Build content rich, SEO-friendly websites which include full design, coding, copywriting, and analytics integration
- Review and optimize of all email program elements including contact capture, design, content, frequency, deliverability, social integration, mobile compatibility, metrics, and segmentation
- Perform full analysis of online behavior to support business objectives and improve decision making processes, including the review of customer profiles, browsing behavior, content effectiveness, and customer segmentation
- Create, manage, and optimize SEM accounts through intensive keyword research, creating and organizing ad groups, writing ad copy, developing and testing landing pages, and building reporting dashboards
- Educate clients on all online marketing best practices and trends with a focus on current needs and opportunities

Geni.com

2011 - 2012

### Director of Monetization

Led all direct marketing efforts for internet startup until its acquisition in December 2012, focusing on strategic planning, reporting, optimization, and business development efforts to build global subscriber base and revenue.

- Led product management for all revenue-generating initiatives, including ideation, specs, wireframes, project management, QA, product launch, analytics, and marketing strategy
- Developed annual marketing plan to support engagement and content initiatives, customer segmentation and targeting, product positioning, and value proposition for acquisition and retention lifecycle programs
- Generated global subscriber and revenue forecasts to guide product roadmap and board decisions
- Negotiated CPM, CPC and CPA deals for acquisition programs including affiliate, PPC, display advertising, and retargeting

- Cultivated and managed partner relationships to drive new acquisition and revenue streams for product platform

Playboy Enterprises, Inc.

2008 - 2011

**Senior Manager, Digital Marketing**

Planned and executed all online customer acquisition, retention, cross-sell, and up-sell programs. Full accountability for determining deliverables, timeline, and budget, interfacing with internal divisions, overseeing vendor and agency involvement, and tracking campaign KPIs.

- Acted as product manager for customer portal, implementing acquisition and retention programs generating \$1.5MM/yr. in new sales and \$4.2MM/yr from existing customers
- Executed print campaigns that generated over \$30K/mo. in incremental subscription sales
- Planned and launched A/B and multivariate tests for organic traffic conversion pages, SEM landing pages, print promotions, email, display banner ads, and order registration pages
- Built, launched, and actively managed PPC programs for over 50 online subscription products
- Partnered with creative services, technology, and product development teams to establish requirements for product enhancements and user experience improvements

Encyclopædia Britannica, Inc.

2005 - 2008

**Senior Marketing Manager, Premium Content**

Translated high-level marketing strategy into day-to-day actions to drive customer acquisition and retention strategy. Owned and managed website optimization, customer research, and CRM programs.

- Worked closely with senior management to create go-to-market platforms for new products, including positioning, pricing, and outbound communication
- Implemented aggressive A/B and multivariate testing plans that drove double-digit revenue growth
- Built automated email programs that combined purchase behavior and lifecycle segmentation to maximize response rate and ROI at a per-customer level
- Advanced brand development and traffic building efforts with the creation of surveys, sweepstakes, RSS feeds, online advertising, video tutorials, and social media initiatives
- Created reporting dashboards that directly impact marketing decisions, highlighting key business and channel metrics and performance against established goals

Playboy Enterprises, Inc.

2000 - 2005

**Online Marketing Manager**

Advanced company's online marketing capabilities and revenue goals by identifying trends, monitoring the competitive landscape, and building innovative direct marketing and online advertising programs.

- Built relational database through ESP enabling all marketing divisions and advertising partners the ability to target of 3MM customer based on demographic data, purchase history, and user trends
- Designed, built, and launched all customer acquisition and retention email programs and tracked delivery rates, open rates, click-through rates, revenue, and profitability
- Managed internal and external display advertising inventory, budget, trafficking, reporting, and optimization
- Researched new technology and trends in subscription marketing and online testing platforms
- Investigated and resolved customer issues through phone, email, and online chat correspondence

**Technical Skills**

**Productivity Tools:** *MS Office, Google Docs*

**Analytics:** *Omniure, Google Analytics (Certified), MicroStrategy, UserTesting, Clicktale*

**A/B & MVT Testing:** *Test & Target, Google Optimize*

**Design:** *HTML, CSS, Photoshop, SEO, Wordpress*

**Email:** *Responsys, Silverpop, ExactTarget*

**Advertising:** *Real Media 24/7, DoubleClick, Google AdWords (Certified)*

**Education**

University of Illinois at Urbana-Champaign

1996 - 2000

**B.A., Finance; B.A., Political Science**