



Marc Goldstein

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Experience



Owner & CEO

Goldstein Growth Analytics Services

Jun 2020 - Present (1 year 2 months +)

Companies, products, or organizations should grow as efficiently as possible. Investing in the correct methods of growth are key to increasing market share, engagement, and profitability.

With a wealth of knowledge (10+ years) accumulated in the Online Advertising/Marketing and Growth Data Analytics field, Goldstein Growth Analytics Services provides growth data analytics & visualization, online media buying, new product launch services.

Manager of Growth and Optimization

Zenfolio, Inc

Oct 2018 - Feb 2020 (1 year 5 months)

- Brought in \$millions (LTV) more compared to Zenfolio's performance prior to joining
- Manage Agency Media Buying
- Use SQL To Query Millions Of Data Points For Business Intelligence/LTV Creation
- Create/Maintain Marketing Tableau Reporting
- Oversee 1mm+ of Spend Per Year



Senior Manager, User Acquisition

Playphone

Mar 2016 - Dec 2017 (1 year 10 months)

- Millions Profited for Playphone from Ad Buys
- Oversaw day to day operations of Marketing & Monetization Departments
- Leveraged detailed Excel & SQL analysis benefiting different types of ROI and campaign analysis
- Led Data team to create LTV, ARPU, UX, and User Acquisition Flow reports
- Conceptualized and integrated 3rd party attribution system
- Negotiated multifaceted ad buys with partners
- Reported to CFO/Attended and presented at weekly C-Level exec. meetings
- Internal jokes about title really being "Head of Marketing"



Media Buyer

Spruce Media

Aug 2013 - Dec 2013 (5 months)

- Managed, Analyzed, Trafficked, and Optimized over 800,000,000 impressions
- Managed, Analyzed, Trafficked, and Optimized over \$800,000 in spend
- Responsible for executing campaigns for the following goals, but not limited to:
Brand awareness, engagement, fan acquisition, and performance for the following types of clients:
Direct Response, Fortune 500 and Ad Age's 2013 Top 25 Advertisers

- Ran campaigns throughout North and South America
- Optimized campaigns using CPM, CPC, CPA, oCPM \$ and oCPM %

Spruce Media, a Facebook Strategic Preferred Marketing Developer, is an enterprise class social software solution built from the ground up exclusively for Facebook Marketing empowering brands to build and maintain relationships with their consumers.

Education



University of California, Berkeley

Data Analytics & Data Visualization Extension Program - Bootcamp

2017 - 2018

- Learn Advanced Excel, Python(Pandas/Matplotlib), JavaScript (Leaflet.js), HTML/CSS, API Interactions, Social Media Mining, SQL, Tableau, Advanced Statistics, Machine Learning, R, Git/GitHub, and more.
- Develop concrete, in-demand skills to graduate from the program ready to apply knowledge in the professional world.



Towson University

B.S., Business Administration; Marketing with extensive coursework in e-Business

2006 - 2010

Comprehensive Test of Core Business Knowledge: Top 12%

Licenses & Certifications



Data Analytics & Data Visualization - University of California, Berkeley



Google Ads Search Certification - Google

Issued Apr 2020 - Expires Apr 2021

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Google Analytics Individual Qualification - Google

Issued Apr 2020 - Expires Apr 2021

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Skills

Google Analytics • Facebook • Email Marketing • Marketing • Advertising • Google Adwords • Marketing Strategy • PPC • Online Marketing • SEM