JEREMY LABRASH

Growth Systems Advisor | Performance Marketing | Analytics, Attribution & Automation
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PROFESSIONAL SUMMARY

Growth systems advisor and performance marketing leader with 12+ years of experience across B2B, B2C, SaaS, D2C, fintech, automotive, healthcare, finance, entertainment, and mission-driven organizations. Combines senior growth strategy with hands-on execution across acquisition, paid media, lifecycle/CRM, analytics, attribution, experimentation, automation, and marketing infrastructure. Managed multi-million-dollar media programs and cross-functional teams across startups and enterprise brands. Focuses on diagnosing growth constraints, improving measurement trust, reducing acquisition inefficiency, and building systems that turn data into better operating decisions.

CORE EXPERTISE

Growth Strategy & Growth Systems | Performance Marketing | B2B & D2C Acquisition | Paid Social & Paid Search | Programmatic Media | Marketing Analytics & Attribution | Measurement Architecture | Lifecycle Marketing & CRM | Funnel & Conversion Optimization | Experimentation & Creative Testing | Marketing Operations | Revenue Operations | Automation & AI Workflows | Dashboarding & BI | Executive Advisory & Fractional Leadership

SELECTED BRAND, ACCOUNT & INDUSTRY EXPERIENCE

Toyota | Lexus | Sanofi | PNC | Prudential | Nationwide | Crunchyroll | DCCC | California Lottery | SoLo Funds | Fieldguide | UpCodes | Luxury DTC & E-commerce | Crowdfunding & Consumer Products | Nonprofit & Arts Organizations

PROFESSIONAL EXPERIENCE

Independent Growth Systems Advisor / Fractional Growth Lead | Empirium Solutions LLC | California / Remote | 2025 - Present

Umbrella for independent client work across growth strategy, performance marketing, measurement, lifecycle, automation, analytics, and technical marketing.

- Diagnose growth constraints across acquisition, funnel economics, attribution, lifecycle, measurement architecture, marketing operations, and technical infrastructure, then move from recommendation into hands-on implementation.
- Lead client work across Meta Ads, Google Ads, Shopping and Performance Max, GA4/GTM, CRM and lifecycle systems, conversion tracking, landing pages, reporting, dashboards, automation, and technical QA.
- For a luxury DTC e-commerce engagement, rebuilt paid acquisition across Google Shopping and paid social, generating 20K+ clicks and 1,380+ conversions roughly 60 days while materially reducing cost per acquisition.
- For a consumer crowdfunding engagement, audited 64 campaigns and 216 ads, rebuilt campaign structure and creative testing, improved lifecycle and nurture workflows, and repaired Meta and Google conversion instrumentation and attribution paths.
- Build growth operating systems that connect media performance to lead quality, revenue, retention, and downstream behavior so teams can decide what to scale, fix, or stop.

Director of Growth Marketing | SoLo Funds | Los Angeles, CA | 2024 - 2025

- Led growth strategy for a two-sided fintech marketplace, contributing to roughly 18% growth in active lenders, 24% growth in borrower applications, and a 31% increase in successful loan matches.
- Optimized Braze-powered lifecycle and CRM workflows, improving retention by approximately 14% and engagement by 28% across borrower and lender segments.
- Worked across marketing, product, data, and creative to reduce journey friction and improve conversion by about 11%.
- Rebuilt acquisition and measurement across paid search, landing pages, GTM, conversion tracking, and SEO, improving qualified lead volume while lowering acquisition cost.
- Connected paid acquisition, lifecycle messaging, product behavior, and downstream marketplace outcomes rather than optimizing channels in isolation.

Associate Marketing Director, Growth Marketing | interTrend Communications | Los Angeles, CA | 2022 - 2024

- Led enterprise growth and performance strategy across paid search, paid social, programmatic, video, and audience activation, including major Toyota and Lexus initiatives.
- Managed $5M+ in annual media investment and optimized spend through audience, geography, device, daypart, creative, and funnel performance analysis.
- Owned programmatic planning and optimization in DV360/CM360 with annual budgets in the multi-million-dollar range, supported by Meta and YouTube activation.
- Built and improved taxonomy, dashboards, automated reporting, QA, and measurement workflows using Power BI and Python, reducing manual reporting effort and speeding decision cycles.
- Worked across DMP/PMP strategy, sequential messaging, dealer-radius targeting, CRM and first-party audiences, conquest and intender segments, and verification/measurement partners including IAS, DoubleVerify, Nielsen, and Oracle.

Growth & Performance Marketing Lead | DYL | Los Angeles, CA | 2018 - 2022

- Led performance marketing and growth programs across SaaS, e-commerce, finance, and lead-generation businesses.
- Managed $500K+ in monthly media spend across Google Ads, Meta, and programmatic platforms, including DV360, with ownership of campaign strategy, audience development, bidding, budget allocation, and optimization.
- Worked across paid media, SEO, email, CRM, and conversion strategy to improve acquisition efficiency and connect media performance to lead quality and downstream sales outcomes.
- Built Python-based automation for reporting, bid adjustments, and budget management, reducing manual operating work and improving decision speed.

Digital Marketing Manager | Level11 | Los Angeles Metropolitan Area | 2013 - 2018

- Progressed through increasingly senior digital marketing responsibilities while managing acquisition programs across SEO, SEM, programmatic, email, CRM, lead generation, and analytics.
- Improved lead quality and acquisition performance through audience, media, conversion, tracking, and reporting optimization across multiple industries.
- Built automated reporting workflows using Python and Google Analytics and worked across marketing and sales systems to connect lead generation with downstream performance.

TECHNICAL & MARKETING STACK

Advertising: Google Ads, Meta Ads, DV360, The Trade Desk, CM360, SA360, Microsoft Ads, LinkedIn Ads, TikTok Ads | Analytics & Measurement: GA4, Google Tag Manager, Mixpanel, Kochava, attribution, conversion tracking, experimentation | CRM & Lifecycle: Braze, Klaviyo, Mailchimp, Salesforce, HubSpot, Marketo | Data & BI: Python, SQL, Excel, Power BI, Tableau, Looker | Commerce & Growth: Shopify, Shopping/PMax, landing-page optimization, SEO/SEM | Systems: workflow automation, dashboard automation, AI-assisted marketing operations, data integration, technical QA

EDUCATION & CERTIFICATIONS

B.S., Computer Science | Southeastern University (D.C.)
Current certifications: Google Ads Search, Display & Video | Google Analytics | Display & Video 360 (DV360) | Meta Blueprint | Microsoft Ads | SEMrush | Ahrefs | Tableau Desktop Specialist