

# ELIJAH BURGESS

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**Marketing Manager · Go-to-Market · Paid & Organic Growth · Product Launches**

## SUMMARY

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Growth-focused marketer with 4+ years leading go-to-market, acquisition, and launch strategy across consumer, SaaS, and AI products. Scaled a Tinder launch to **2M verified users in eight weeks**, built a paid and organic engine that converted **2.1K paying subscribers in two months**, generated **\$400K in B2B pipeline**, and produced UGC ads driving **\$1M+ in GMV**. Pairs deep customer research and hands-on creative with rigorous testing and analytics.

## EXPERIENCE

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**Mrshmelo Studios** | Marketing Consultant

**2023 – Present**

*Remote · Go-to-market, growth, and creative for consumer, retail, and B2B AI clients*

- Generated **\$400K in pipeline** and shortened the sales cycle by **two weeks** for Smart Dispatch Assist by mining hundreds of support tickets to reposition the product, then building ROI calculators, decks, and case studies.
- Concepted, scripted, and produced UGC ads for consumer brands including Febreze, Dollar Shave Club, Wayfair, Aquasonic, and PrettyLittleThing, generating **20M+ views and \$1M+ in GMV**; top creative hit **5M views**.
- Led brand messaging and product-education strategy for Melanin Haircare's launch in **104 Sephora Canada stores**; ran Meta campaigns end to end (setup, targeting, creative rotation), and retailer co-marketing content earned **20.8K views and 1.5K likes in its first hour**.
- Defined target audiences, positioning, and messaging for FlexHelp's AI-powered SMS coordination product, accelerating adoption and securing a **\$75K enterprise pilot**.
- Built ELN's paid and organic acquisition engine across YouTube and Reddit, pairing new audience messaging with landing-page strategy to drive **9K signups and 2.1K paying subscribers** (23% signup-to-paid) in two months.

**Tinder** | Associate Product Manager

**2022 – 2023**

*Remote · Launch strategy, consumer insights, and growth experimentation*

- Drove **2M verified users and 37% adoption in eight weeks** for Tinder University by translating consumer insights into positioning, audience messaging, and an in-app launch strategy.
- Shaped go-to-market across **50+ college campuses** through research with 100+ Gen Z consumers, defining the audience segments and value propositions behind the launch.
- Lifted Explore Page click-through rate **14%** by running A/B tests across messaging, creative, and product discovery and feeding results back into engagement tactics.
- Cut launch preparation time **30%** by building a repeatable launch playbook (briefs, messaging, experiments, KPI measurement) that aligned Product, Brand, and Growth.

## SELECTED PROJECT

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**LaunchKit** | AI Marketing Strategy Tool

[launchkitpmm.vercel.app](https://launchkitpmm.vercel.app)

- Built and launched an AI tool that turns business context into audience profiles, positioning, messaging, and go-to-market plans, with onboarding content that guides users from first inputs to a launch-ready strategy.

## SKILLS

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**Strategy:** Go-to-Market, Integrated Campaigns, Positioning & Messaging, Audience Segmentation, Customer Research, Content Strategy, Product Launches

**Growth:** Paid & Organic Acquisition, A/B Testing, Conversion Optimization, Funnel Analysis, Lifecycle, KPIs

**Tools:** Meta Ads, Google Ads, TikTok Ads, HubSpot, Salesforce, Amplitude, Tableau, SQL, Figma, Canva, AI workflows (ChatGPT, Claude)

## EDUCATION & CERTIFICATIONS

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**Bachelor's Degree, Business**

Product Management Certificate, Product School · Data Science Bootcamp · Google Ads Certification