



LAUREN FITZHUGH

GROWTH EXECUTIVE | 0→1 INFRASTRUCTURE BUILDER

WHAT I BUILD

I join companies at inflection points, post-seed and pre-scale, and build the growth infrastructure that transforms startup ambition into investor-ready traction. I've done it seven times across fintech, insurtech, and SaaS, spanning B2B, B2C, B2B2C, and DTC models. Standing up revenue teams, executing full rebrands, architecting martech stacks, and turning duct-taped systems into documented, scalable operations that outlast me.

BY THE NUMBERS

- Grew user bases from 500 to 50,000 and doubled YOY customer counts
- Built and led cross-functional revenue teams of 3–8, plus agency and contractor management
- Executed full company rebrands in as little as 60 days (strategy through launch)
- Delivered 500+ pages of SEO content in 90 days, winning first-page Google rankings
- Reduced CAC by 37% and improved conversion rates 4–15x above industry benchmarks
- Added \$1M+ in ARR and increased ACV on 85% of accounts

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EXPERIENCE

Founder + Fractional CMO Curve + Yield • Atlanta, GA • 2025 – Present

Growth advisory for post-seed, pre-scale fintech and insurtech companies. Building growth infrastructure, brand, and GTM systems for founders who need more than a contractor. Clients include Weathermatic and Mission + Moxie.

- Engaged as Fractional CMO at Weathermatic to support 300 → 1,000 partner growth, building \$1.8M annual marketing budget (including \$500K SmartCon event program), financial model anchored to \$28K ARR / 7x exit multiple, and 18-slide GTM strategy deck securing executive green light for Road to 1,000 pilot
- Deployed **Marketing Yield™** framework to establish first-ever performance baseline: ▲335% YoY in new logo acquisition and ▲104% YoY in expansion, informing multi-year GTM sequencing and 2027 engagement roadmap
- Built AI-native consulting infrastructure with Claude Code applications integrated with HubSpot, reusable prompt frameworks, and MCP-orchestrated workflows

VP of Growth Fruition • Atlanta, GA • 2024 – 2025

Fruition is a fintech startup delivering financial wellness as an employee benefit — B2B2C model selling to employers and serving their employees.

- Delivered the company's only revenue in 2025: doubled the largest contract, increased ACV on 85% of existing accounts, and contributed 100% of new revenue for the year
- Operated as a 2-person revenue team following a company-wide reduction, covering responsibilities previously held by 8 FTEs while restructuring growth across marketing, sales, and customer success into a unified revenue function
- Increased customer acquisition ▲500% from the prior period with a CAC of \$170, account creation cost of \$54, and a ▲31.5% conversion rate (industry benchmark: 2–10%)
- Executed a full company rebrand in 60 days, including strategy, naming, art direction, legal, and launch across 3 new web properties (D2C, B2B, RIA) with 500+ pages of SEO-optimized content
- Built the company's martech stack from the ground up: HubSpot overhaul (150K+ records), marketing automation architecture, lead scoring, Help Desk (4-hour avg first reply), and end-to-end business intelligence dashboards
- Designed and fully integrated the billing and payment infrastructure by building Stripe's product library, connecting it to HubSpot, automating the dunning schedule, managing subscriptions, and bringing all past-due B2B accounts current (a highly technical lift executed without engineering resources)
- Delivered financial models to improve unit economics and informed 2026 strategic planning as a member of the Executive Leadership Team

Head of Marketing Ledger Investing, Inc. • New York, NY • 2022 – 2024

Ledger is an insurtech startup building a marketplace to connect risk to capital — bridging insurance and capital markets.

- Built the marketing function from zero as a solo operator: implemented HubSpot CRM and Marketing, launched CMS, and established a digital asset management system
- Led brand architecture in partnership with CōLab, a creative agency embedded within WestCap and staffed by former Airbnb creatives, delivering mission, vision, values, positioning, and product naming framework
- Delivered annual marketing strategy and OKRs supporting company revenue goal of \$13M
- Launched a newsletter for ICP that reached 500+ subscribers in the first 30 days; developed 4 annual thought leadership pieces and short-form SEO content driving inbound pipeline
- Built a niche press list and branded newsroom, driving ▲600% in news distribution
- Built budget and GTM sales strategy across risk/insurance and capital markets

CORE COMPETENCIES

- Growth Strategy, Revenue Architecture & Unit Economics
- Strategic Planning, OKRs & Board-Level Reporting
- AI Integration, Agent Design & Workflow Automation
- Data Analytics, BI, Attribution & Financial Modeling
- Cross-Functional Leadership (Marketing, Sales, CS, Product)
- Brand Building, Positioning & Full Rebrands
- Marketing Automation & Martech Stack Design
- Performance Marketing & Demand Generation
- Team Building, Mentorship & Agency Management
- Content Strategy, SEO & Organic Growth

TECHNOLOGY

CRM & Automation: HubSpot (all Hubs), Customer.io, ActiveCampaign, Mailchimp, Salesforce

Analytics & BI: Google Analytics, Amplitude, Looker Studio, Tableau, Fathom

Creative & Design: Canva, Figma, Adobe Creative Suite

Publishing & CMS: Framer, Squarespace, Contentful, Webflow, WordPress

Project Management & Comms: Notion, Slack, Linear, Atlassian Suite, Monday

Paid & Organic Channels: Google Ads (CPC + Display), Meta Ads, LinkedIn Ads, TikTok Ads, SEO/SEM

EDUCATION

Master of Arts, Art History

Certificate of Graduate Study
Museum Management

Bachelor of Arts, Art History
University of South Carolina
Columbia, SC

VP, Marketing + Comms Beanstox • Montreal, QC • 2021 – 2022

Beanstox is a fintech RIA offering consumers an automated investing app.

- Co-authored BRD + PRD with the COO for a regulated D2C mobile banking and investing app, defining product requirements and go-to-market strategy to bring technology in-house and up to standard
- Recovered 12–15% in user adoption and conversion from download to subscriber by rebuilding 60+ marketing automation workflows, eliminating funnel leakage by delivering the right message at the right stage
- Led rebrand to relaunch a redesigned consumer-facing mobile app, managing in-house team and external agency partnerships
- Created and published a comprehensive personal finance and investing glossary in 6 weeks earning 250+ keyword rankings including first-page search results for branded content
- Improved customer satisfaction from 37% to ▲72% by relaunching the Customer Support center with 100+ articles and solutions
- Overhauled website and SEO strategy, increasing qualified inbound web traffic 25%

Head of Marketing Layr • Atlanta, GA • 2019–2021

Layr is an insurtech startup using AI and machine learning to simplify small business insurance.

- Built an 8-person marketing team (4 FTEs + 4 contractors) and professionalized the company's marketing function from scratch
- Doubled YOY customer count, adding ▲\$1M+ in ARR and increasing MRR 25% month-over-month, with average products per account rising from 1.4 to 3.7
- Launched Partnerships channel from an inbound opportunity, building the program from scratch and bringing in a Head of Partnerships — the first pilot generated ~\$1M in revenue within a year
- Launched 1,800+ ads across Google CPC and Display Network in under 45 days, reducing paid CPA ~30% and doubling CTR
- Drove overall CAC down ▼37% through combined impact of paid optimization, long-form content strategy, and product-side application improvements
- Published 40 pieces of long-form content (4,000+ words each) targeting industries by NAICS code in 2 weeks, improving first conversion rate by 40%

EARLIER CAREER

2015–2018

Chief Marketing Officer Verady (now Ledge) • Atlanta, GA • 2017–2018

Owned all marketing for a blockchain accounting fintech with no established category playbook; launched a global peer advisory group of blockchain marketing leaders to build the space collaboratively; led investor-facing strategy for \$1M pre-seed round including pitch decks and investor presentations.

Director of Marketing Employee Stock Option Fund • San Francisco, CA • 2017

Led marketing for a \$100M venture fund helping startup employees exercise stock options; drove 70% increase in prospect response rate through marketing-automation-powered personalization across email, SMS, and web; grew SEO footprint to 100+ top-10 Google rankings around stock option exercise.

Director of Marketing BSD • Atlanta, GA • 2016–2017

Managed \$500K annual marketing budget for an architecture + engineering SaaS company (later acquired by RIB North America); reallocated spend to reduce CAC and improve category ROI; drove 25% quarterly increase in marketing-attributed sales through data-driven content strategy.

Senior Marketing Manager GROUND FLOOR Finance • Atlanta, GA • 2015–2016

Led marketing through GROUND FLOOR's historic Regulation A+ qualification (the first of its kind), ushering expansion from Georgia to nationwide; grew user base from 500 to 50,000 through referral programs, investment incentives, and a handwritten thank-you campaign that generated an average of 7 referrals per recipient with a 70% conversion rate; delivered ~80% repeat investment rates with inventory sell-out within 48 hours of launch.