

Anton Dimas

linkedin.com/in/antondimas • Los Angeles, California

Summary

Growth leader with 10+ years across digital and performance marketing, currently owning full-funnel growth for two consumer health brands including a net-new telehealth platform launched from zero. Runs paid, lifecycle, and SEO as one system, is rigorous about incrementality and payback, and builds the AI infrastructure the function runs on: an autonomous research-to-creative pipeline, a production AI skills library, and a shipped iOS subscription app with multi-model routing. Computer science background and a founder track record, hands-on from hypothesis through scaled program.

Skills

Growth & Experimentation: Incrementality | A/B & Holdout Testing | Attribution | LTV/CAC | Payback | Forecasting & Budget Pacing | Cohort Analysis | CRO

AI & Technical: Claude & Claude Skills | OpenRouter | Multi-Model Routing | Agentic Workflow Design | Python | SQL | Swift/SwiftUI | Vercel Serverless | Server-Side GTM | BigQuery | dbt | Fivetran

Paid Channels: Meta | Google Ads & PMax | YouTube | TikTok | Amazon Ads & DSP | Apple Search Ads | LinkedIn | CTV | Programmatic

Lifecycle & Organic: Email/SMS (Klaviyo) | Retention & Subscription | SEO | Ahrefs | Content Engineering | Creator & Affiliate

Professional Experience

Director of Growth

05/2026 - Present

InfiniWell • DTC health and longevity brand; launched new Health telehealth platform as a second brand

Irvine, CA

- Launched a net-new physician-supervised telehealth platform, from zero across three care pathways (longevity, GLP-1, HRT), owning go-to-market, positioning, agency structure, measurement, and regulatory compliance.
- Directed a subscription-forward PDP test that moved subscription share of orders from **29% to 50%** with **+22% revenue per visitor**, shifting the brand's default purchase path toward recurring revenue.
- Directed HIPAA-compliant server-side measurement architecture (server-side GTM, Meta and Google event passing, no PHI exposure) across a dual EMR and pharmacy stack; stood up the analytics foundation on Fivetran, BigQuery, dbt, and Omni.
- Grew lifecycle revenue to **\$919K** across email and SMS in a single quarter, reversing net contact growth from **-380 to +780 per week** and lifting opt-in rate **88%** through acquisition funnel and welcome flow rebuilds.
- Identified an **11x creative volume gap** versus category peers and built a **600-piece per month** content plan spanning creator affiliate, AI-generated, partnership, and lifecycle assets.
- Rebuilt Google PMax from the ground up (**5 campaigns, 14 asset groups, ~350 assets**) using an AI-assisted three-pass compliance QA process to ship compliant copy at volume.
- Secured early access to OpenAI/ChatGPT Ads Manager and launched the brand's first test campaign, establishing presence in an emerging channel ahead of category competitors.

Growth Lead, North America

05/2023 - 05/2026

Metagenics • No. 1 doctor-recommended professional-grade supplement brand, trusted by 50,000+ HCPs

Aliso Viejo, CA

- Owned **\$3M+** quarterly paid media budgets across Meta, TikTok, Google, YouTube, CTV, and programmatic; managed **2 direct reports** and **9 agency specialists**.
- Generated **\$11.6M+** in purchase revenue (**+84% YoY**) against **1B+ impressions**, improving CPC **-42% YoY** and driving branded search growth **+22% YoY**.
- Improved **LTV:CAC +34%** using value-based bidding, cohort-based segmentation, and rigorous full-funnel experimentation.
- Built a paid media experimentation framework improving activation **+12%** and reducing CPA **19%**; drove **+30% ROAS YoY** and a **38% reduction in nCAC**.
- Built AI-enabled creative workflows reducing production time **30%** and improving CTR **53% YoY**.

Senior Growth Marketing Manager

08/2021 - 03/2023

Aspiration • High-growth fintech subscription platform

Marina del Rey, CA

- Managed **\$25M+ annual paid media budgets** across Meta, SEM, Apple Search Ads, Google App Campaigns, and YouTube; increased ROI **30% YoY**.

- Designed holdout and incrementality measurement frameworks; translated results into scalable playbooks adopted across the growth team.
- Improved **LTV:CAC +34% QoQ** and grew revenue per user **+256% YoY** via lifecycle integration and full-funnel experimentation.
- Partnered with product, engineering, and data science to improve onboarding conversion flows and in-product growth loops; integrated AppsFlyer and SKAN to increase attribution accuracy.

Senior Paid Media Strategist

12/2020 - 11/2022

MuteSix • Performance marketing agency serving DTC, fintech, and consumer brands

Los Angeles, CA

- Delivered **\$4M incremental revenue** across the DTC portfolio; improved performance **35% YoY**.
- Reduced CPA **43%** and increased activations **62% QoQ** for a fintech client; mentored a team of **3 strategists**.

Paid Media Strategist

10/2019 - 11/2020

Instabooost Media • Performance agency serving eCommerce and B2B clients

- Directed strategy across Google, Bing, YouTube, Meta, and LinkedIn, overseeing **70 to 100** concurrent CPL, CPC, and CPA campaigns.
- Built B2B demand generation with C-suite and sales leadership generating an average of **300 leads per quarter**; increased quarterly revenue **500%** for an eCommerce client.

Earlier Experience

- *Founder, Neostorm Digital • Digital Marketing* 06/2016 - 08/2019
 - Founded and operated a digital marketing agency serving 15 SMB clients on a combined \$70K+ advertising budget, growing client revenue 10% QoQ.
- *Associate, AAA Web Developer, Absolute Exhibits*
 - Delivered web traffic analytics for AAA's 6.6M members, partnering with engineering and product to lift mobile coupon redemption 25%.

Selected Projects

Autonomous Creative Research and Production Pipeline | Liv Health | 2026

- Built a scheduled two-stage agentic pipeline: a research agent scans 14 days of authentic customer language across social communities each cycle, extracts verbatim quotes with source and date provenance, and converts completed research into **40 production-ready creative briefs** filtered through category compliance rules.
- A downstream production task renders **800 PNG exports** (4:5 and 9:16) from approved brand assets, writes audience-specific channel copy with destination mapping and pricing disclosures, and files everything for human review.
- Designed hard gates between stages so production creates nothing on stale or incomplete research, and packaged the system as a portable playbook with templates for onboarding additional brands.

T-Boost Scan, Consumer iOS Subscription App | 2025-2026

- Built and shipped a consumer iOS subscription app end to end (SwiftUI, HealthKit, WidgetKit, CloudKit, Vision), owning product, design, engineering, monetization, and App Store release.
- Architected a tiered AI layer routing each task to the appropriate model through OpenRouter with Apple Foundation Models as a private on-device fallback, applying a model-proposes, code-decides pattern where the LLM extracts structured JSON and a deterministic rules engine sets the final score to keep output auditable.
- Shipped a secure serverless proxy holding all API keys, verifying subscriptions server-side, enforcing per-user limits in Redis, and hardened against prompt injection; integrated RevenueCat entitlements and AppsFlyer attribution with an ATT-compliant permission flow.

SEO Content Engine | InfiniWell | 2026

- Built a keyword-to-publication content pipeline producing **20 research-backed articles** per cycle, combining Ahrefs cluster research, verified internal link mapping, and product feed resolution into a repeatable documented workflow.
- Enforced claim-to-source verification and regulatory guardrails at the workflow level so every article ships with cited evidence and compliant language.

Reusable AI Skills Library | InfiniWell / Liv Health | 2026

- Built a library of production AI skills covering ad review, Meta and PMax copy generation, creative briefing, and testimonial compliance screening, codifying repeatable workflows for in-house teams and external agencies.

- Replaced a retained creative agency (~\$400 per static asset) with a contract designer plus AI generation workflow, materially cutting per-asset cost while increasing throughput.

Education

B.S. in Computer Science, Business Administration Minor

University of California, Irvine | 2019 | Irvine, CA

Certifications

Google Analytics GA4 | Google Ads Certified | Meta Blueprint | Amplitude | Corporate Finance | Tableau Fundamentals

Awards

- **Meta Star Award** - Selected as the sole recipient among 1,000+ employees for exceptional growth contributions, recognized for analytical rigor and measurable impact on paid media performance.