

John Andrew Purdy

(978) 914-2316 | andrewpurdy15@gmail.com | 125 Borinquen Pl. #608 Brooklyn, NY 11211

PROFESSIONAL SUMMARY

Entrepreneurial, growth-oriented digital marketer with over 5 years of experience at the intersection of ad tech, ecommerce, and consumer brands. Experience as a full-time entrepreneur has honed a results-driven perspective on growth and an eye for high level strategy. Naturally curious, I excel in developing a deep understanding of customers' needs and identifying novel solutions that address root cause.

WORK EXPERIENCE

Outbrain

Sr. Customer Success Manager, Performance Brands

New York, NY

Apr. 2023 - Present

- Own ~\$28MM book of business consisting of Outbrain's largest key accounts, spanning financial services, ecommerce, and mobile gaming.
- Lead media buying and strategy for brands and agencies, holding weekly calls, regular in-person QBRs, and building deep relationships ranging from media buyers to C-Suite.
- Reactivated 9+ churned lines of business and led key account expansion in new markets, adding \$4MM+ in revenue with 140% YoY growth.
- Analyze in-platform and client-side data to improve results, troubleshoot issues, and measure Outbrain's efficacy within the broader media mix.
- Partner closely with Product and Sales leadership to inform roadmap and strategy for key account retention, leading to the highest-grossing and longest-running LOB for a key account, with \$10MM+ in spend over 13 months.
- Develop training resources and mentor Outbrain account managers to grow accounts with strict performance KPIs and complex attribution.

Customer Success Manager, Performance

Nov. 2021 – Mar. 2023

- Owned ~\$12MM book of business, focused on high-growth affiliate and direct response advertisers.
- Improved performance for struggling accounts, winning back and growing spend for one churned account by 507% YoY, growing Outbrain share-of-wallet and driving \$1MM+ in profitable growth for client.
- Piloted new model of client engagement, fully managing ad spend for clients, acting as an "in-house affiliate" to open up new revenue streams.
- Led internal task-force to help clients create better-performing creative and landing pages for native and display advertising.

Bryn Mill

Co-founder (Full-time)

New York, NY

January 2020 - Nov. 2021

- Founded a bootstrapped ecommerce brand designing backpacks for modern work, hitting six figures in year 1 sales.
- Manage paid media and creative production on Meta to hit ROAS targets while forecasting inventory and cash-flow accordingly.
- Led product development and sourced global network of vendors, managing factory negotiations to hit cost targets and improve payment terms.
- Developed and executed launch strategy, including a limited-edition coffee table book with contributions from over 40 influencers.
- Awarded grant funding from The Sherman Center for Engineering Entrepreneurship at Northeastern University.

Toast

Paid Media Co-op – Demand Generation

Boston, MA

January 2019 – June 2019

- Owned Toast's affiliate channel and top-of-funnel campaigns in Meta and LinkedIn, managing \$1.2MM/yr.
- Doubled monthly affiliate lead volume, improved CAC by 48%, and drove additional ~\$280k in ARR beyond goal.
- Led A/B testing in Meta. Scaled lead volume to 260% of goal while driving down-funnel impact, finishing 267% to deal goal.

SharkNinja

Product Management Co-op

Boston, MA

January 2018 - June 2018

- Heavily involved in new product development, consumer insights, and cross-functional cost-reduction workflows as part of a small team managing Shark's premium line of corded vacuums.

Fishing On The Fly - Amazon Private Label Fly Fishing Brand

Founder (Part-time)

Boston, MA

August 2017 - Present

- Developed best-selling fly fishing products on Amazon with over \$300k sold, managing ad spend and keyword analysis in Amazon Ads.

EDUCATION

Northeastern University D'Amore-McKim School of Business

Bachelor of Science Degree in Business Administration, Cum Laude

Boston, MA

Concentrations: **Marketing and Management**

Awards and Honors:

Relevant Courses: Consumer Behavior, Business Statistics, Principles of Microeconomics, Leading with Character

Dean's Scholarship, Dean's List

The London School of Economics and Political Science

Study Abroad

London, United Kingdom

Relevant Coursework: Game Theory and Competitive Strategy, Leadership in Organizations

SKILLS

Applications: Meta Business Suite | Amazon Advertising | Shopify | Salesforce | Amazon Seller Central | Multi-Touch Attribution Models (Northbeam, TripleWhale, RockerBox) | Server-side Tracking (Elevor) | Google Analytics (GA4) | Hubspot | Klaviyo | Adobe Photoshop | CapCut | Microsoft Office
Skills: Media Buying | Performance Marketing | Key Account Management | Conversion Rate Optimization | Forecasting | Public Speaking