



Ryan Foster

Growth Marketing Manager

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LinkedIn URL

Key Skills

CRO	<div></div>
A/B testing	<div></div>
Funnel analysis	<div></div>
Retention strategies	<div></div>
Paid media management	<div></div>

Growth marketing manager with expertise in data-driven customer acquisition

Growth marketer with 7+ years' experience improving retention by 50%, raising conversions by 30%, and cutting acquisition costs by 25% through data-driven strategies.

Professional Experience

Growth Marketing Manager

Skyline Tech | New York, NY August 2019 - Present

- Increased user retention by 50% through optimized onboarding flows and email automation
- Improved conversion rates by 30% by implementing A/B testing strategies
- Scaled paid acquisition channels, reducing customer acquisition costs by 25%

Digital Marketing Analyst

Innovate Media | New York, NY May 2015 - August 2019

- Conducted data analysis that optimized ad spend and increased ROI by 20%
- Implemented SEO strategies that improved organic search traffic by 45%
- Assisted in lead generation campaigns, growing inbound leads by 35%

Education

New York University | 2015
Bachelor of Science in Marketing Analytics