

Stephen Favrot

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Key Accomplishments

- Developed & executed the Vivino marketing strategy resulting in cost-effective customer acquisition growth of 26 million customers, creating the world's largest mobile wine marketplace
 - Conceptualized and executed a \$1.1M revenue program from scratch in less than two weeks to save a quarter
 - Overhauled paid social resulting in 8.4x ROAS and a Facebook case study: "How to Market Authentically"
 - Established a marketing stack, from zero to a group of technologies marketing, product, and sales could leverage to drive sales, engage users, and intelligently acquire users
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Professional Experience

- 1/18 - Present* **STEPHEN FAVROT LLC.** — *Digital marketing consulting services* San Francisco, CA
Principal
- Growth consultant, clients include Opendoor.com and Luckyboxclub.com
- 7/17 – 11/17* **MAYVENN** - *Two-sided marketplace in the hair and beauty category* Oakland, CA
VP Marketing
- Responsible for B2B and B2C revenue and client growth, 11 direct reports across marketing and sales
 - Revamped communication program across consumer and small business mediums (SMS, Email, Content, Direct Sales Collateral), improving engagement 23%
 - Developed and executed go-to-market plans for new product lines exceeding projected launch revenue
 - Created direct sales "playbook", small business content to maximize adoption and retention
 - Overhauled paid social resulting in 8.4x ROAS and a Facebook case study: "how market authentically"
- 2/14 – 7/17* **VIVINO** — *World's largest mobile marketplace for wine* San Francisco, CA
VP Marketing
- 1st US employee, responsible for marketing strategy designed to deliver growth, retention, and monetization. Created a team of five marketers, grew marketing budget 30x via scalable performance marketing channels
 - Identified and scaled viral coefficient or K Factor across performance marketing programs, + 34% user growth
 - Developed a data-centric content strategy paired with SEO tactics, growing Vivino.com into the 2nd most trafficked wine site worldwide
 - Earned "holy grail" PR coverage - GQ / Fortune / Forbes / Today Show
 - App Store optimizations improved view to install 23%
 - Developed "Vivino Wine Style Awards", a prestigious award in the world of wine. This content is a brand signature piece, resulting in award shows annually in New York
 - Implemented mobile attribution partner to properly track and assign credit to marketing programs
- 2011 – 2/14* **HEWLETT-PACKARD SNAPFISH** — *Leader in Online Photography* San Francisco, CA
Director Online Marketing
- Created and executed performance marketing strategy focused on identifying new revenue opportunities and customer acquisition. Lobbied for and maximized a multimillion-dollar budget, established a team of five direct reports
 - Incorporated customer clustering in paid performance channels. Resulting higher conversion rates, AOV, and life time values
 - Led multivariate testing strategy across marketing & product, resulting in impactful incremental lifts in revenue per visit and margin per visit

- Restructured marketing mix away from high-cost channels into higher yielding channels, resulting in 18% cost reduction, and reinvestment into growing markets
- Introduced marketing attribution technology to define the marketing mix and channel evaluation
- Utilized web analytics to deliver a “choke analysis” of key traffic flows resulting in precise dollar values of incremental gains and losses through site improvements
- Championed a tag management solution that increased go to market speed, and reduced development resources
- Awarded Adobe’s Marketer of the Month July 2011 for outstanding achievement in the field of excellence

2009 – 2/11 **HEWLETT-PACKARD SNAPFISH** San Francisco, CA
Senior Marketing Manager

- Power user and strong understanding of tracking and attribution products Omniture Site Catalyst & Google Analytics. Produced reporting and analysis for product and merchant teams
- Developed and grew SEO channel into #1 source of sales
- Tactical expertise in Search Engine Marketing, Affiliate Marketing, Display, Remarketing, and Web Analytics earned a promotion in 2011

2005-2006 **ONESHARE.COM - An Online Stock Gifting Site** San Francisco CA
Affiliate Manager

- Grew affiliate sales 18% YOY through new publisher recruitment, enhanced payout modeling, and outreach
- Organized offer testing focused on strengthening margin contribution while maintaining sales targets

2004-2005 **EBATES.COM – Leading Publisher in Affiliate Marketing** San Francisco, CA
Marketing Associate

- Successfully managed and negotiated contracts for such partners as Dell, Travelocity, and Nike
- Identified tracking breakdowns between merchant partners, resulting in +\$100,000 in recouped payouts

Recognition & Speaking

FACEBOOK

1/2018 Case Study, “Authentic Storytelling with Collection Ad Format”

GOOGLE PLAY

2017 & 2015 Featured App: Editor’s Choice

8/2015 Guest Judge: Summer of Apps

APPLE APP STORE

2014 - 2017 Numerous featured app placements in the Food & Drink category

APPSFLYER

5/2016 Case Study, “How Advertisers Use Mobile Attribution”

MIXPANEL

1/2016 Speaker “How to Speak To Advertisers”

11/2015 Speaker “Data Driven Happy Hour”

TUNE

8/2015 Speaker “Monetizing Mobile Across the Generations”

Education

2010 Omniture University: Site Catalyst Implementation

2007 University of California at Berkeley Extension – Marketing Certificate

2003 University of California at Santa Cruz - BA, Double Major: Economics & History