

LYNETTE LEWIS

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Growth and marketing executive with 15+ years building and scaling B2C, B2B and marketplace businesses. I build growth engines across acquisition, product, conversion and customer experience, from 0→1 through scale.

- Built 0→1 growth engines and scaled businesses to \$10M+ revenue.
- Built direct consumer growth alongside established B2B and partner channels.
- Owned growth across Marketing, Product and Customer Experience, connecting acquisition strategy to the full customer journey.
- Led teams of up to 30 while remaining a hands-on operator who builds with AI and automation.

EXPERIENCE

PartySlate

Dec 2025 - present

Director of Marketing

Lead GTM and growth strategy across product marketing, demand generation, customer marketing, communications and national events, partnering directly with the CEO, CRO, Product, Sales and Customer Success to drive commercial growth.

Product Marketing & Growth Strategy

- Launched two new commercial offerings generating \$350K+ in ARR in six months through pricing, packaging, positioning and cross-functional GTM execution.
- Led GTM for the relaunch of Photo Hub, driving a 75% increase in daily searches and 3× increase in total search volume within the first month.
- Grew weekly Photo Board engagement 66%, using behavioral data to identify the product actions most strongly associated with retention and shape adoption strategy.
- Led positioning, pricing, packaging and sales enablement across Photo Hub, inquiries and CRM integrations.
- Partnered across Product, Sales and CS to turn customer insights and commercial needs into product and GTM decisions.

Demand Generation & Revenue

- Led integrated demand generation across email, webinars, social, events, content and partner marketing, generating \$596K+ in ARR during 2026.
- Rebuilt national events around revenue impact, increasing estimated incremental revenue return from ~1× historically to 3.4× YTD and generating approximately \$169K in incremental revenue.

AI & Systems

- Built AI-powered systems across Marketing, Sales and Customer Success to automate workflows, improve decision-making and increase team operating leverage.
- Built customer intelligence that analyzes 100+ Sales, Customer Success and onboarding conversations weekly, surfacing recurring themes to inform product and GTM decisions.

Spacer Technologies**Feb 2023 - Nov 2025****Chief Growth Officer**

Owned the consumer P&L across Product, Marketing and CX for a \$10M+ ARR marketplace business in North America and Australia, growing revenue 27% YoY.

Go-to-Market & Revenue

- Increased EBITDA 36% through pricing updates, new products and improved spend efficiency.
- Led strategy and GTM for a new hybrid parking product, expanding TAM by 50%.
- Introduced pricing changes generating approximately \$17K in monthly revenue while improving margin per booking.

Acquisition & Conversion

- Directed optimization of the Daily Parking booking flow, increasing conversion 14%.
- Increased bookings 43% YoY while reducing CAC 21% through full-funnel and channel optimization.
- Scaled SEO through AI-powered content workflows, increasing organic traffic 31% and bookings 77% MoM.

Cherry Capital**Oct 2018 - Feb 2023****Senior Director of Marketing**

Led 0→1 market strategy and commercial growth across a portfolio of early-stage SaaS and consumer brands owned by a private family office, from early-stage positioning through acquisition readiness.

Volley (Mar 2021 – Feb 2023)

Led early-stage market strategy and commercialization for an AI SportsTech startup.

- Identified pickleball as a high-growth vertical and recommended expanding platform functionality to grow TAM 1,000× beyond the niche platform tennis market.
- Built 0→1 brand identity, positioning and early launch assets to support market entry.

Superior Tech (Jan 2020 – Mar 2021)

Rebuilt an underperforming DTC business alongside the dealer-led channel that had built the company, creating a second growth engine while continuing to scale B2B.

- Drove \$9.8M in total revenue, culminating in 27% YoY growth at exit.
- Tripled DTC revenue, including 6.8× Amazon growth and 3.2× Shopify growth, through marketplace optimization, positioning and targeted promotions.
- Doubled B2B revenue by partnering with Sales on targeted campaigns, email, trade shows, customer insights and enablement.

VS Networks (Oct 2018 – Dec 2019)

Built the marketing function from 0→1 as the first marketing hire at a two-sided SMB/Mid-Market marketplace, driving 2.5× ARR growth and preparing the company for a strategic exit.

- Drove 42% of RMR growth prior to acquisition through new-market entry and new marketing initiatives.
- Delivered 58% ROI on new-market campaigns through positioning, targeting and Sales alignment.
- Created a rapid-deploy GTM process enabling entry into new verticals in under two weeks.
- Drove \$30K in MRR through targeted email campaigns, validating email as a scalable revenue channel.
- Refined segmentation, positioning and messaging for Ace Hardware clients, increasing AOV 18%.

Arkadin / NTT

Sep 2017 - Oct 2018

Digital Demand Generation Manager

- Grew marketing-generated revenue 12% and MQLs 15% through integrated demand generation and marketing automation.
- Built sales enablement processes and supported GTM for new SaaS products in a mature market.

@properties

Jun 2014 - Aug 2017

Digital Marketing Manager

Helped scale consumer and broker marketing for a high-consideration real estate business, building centralized capabilities that extended the corporate brand into local markets.

- Helped turn 2,000+ brokers into an extension of corporate Marketing through centralized advertising, content, email and technology.
- Launched automated listing advertising generating 47M impressions and 144K clicks back to @properties in its first eight months.
- Helped build a first-party marketing ecosystem reaching 1M+ contacts and launch pl@tform, a proprietary broker marketing technology suite later expanded for nationwide licensing.
- Increased website conversions 87% through paid acquisition, content, social, SEO and site optimization.

Carvana

Jun 2013 - Jun 2014

Senior Digital Marketer

As one of Carvana's first marketing hires, helped build trust in a new model asking consumers to do something radical at the time: buy a used car entirely online.

- Helped drive \$4.6M in launch-year revenue and 8x growth in year two through positioning and consumer acquisition.
- Increased organic traffic 232% through site architecture and SEO.
- Reduced CAC 14% while managing a five-figure monthly performance marketing budget.

National Academy of Sports Medicine

Jul 2009 - Jun 2013

Online Marketing Specialist

- Established social media as a new acquisition channel, generating 10% of company revenue.
- Increased Google Ads conversion 23% YoY while managing a six-figure monthly budget.

EDUCATION & CERTIFICATIONS

Education

- **Arizona State University** | BS. Marketing & Certificate in Small Business & Entrepreneurship

Certifications

- **HarvardX** | Certificate in Exercising Leadership: Foundational Principles
- **OpenAI Academy** | AI Foundations, Applied AI Foundations, Agents & Workflows
- **MarTech Certifications** | HubSpot, GA4, Google Ads