

GEOFFREY HUNTTING

📞 203-918-6816 ✉️ ghunting14@gmail.com 📍 New York, NY 🌐 linkedin.com/in/geoffreyhunting

E-COMMERCE & OMNICHANNEL MARKETING EXECUTIVE

Propelling the marketing engine to leave a legacy of fast-paced growth

20+ Years' Marketing Know-How • MBA Degree • 9-Digit P&L • 8-Digit Budgets • From Startups to Mid-Market Enterprises

Entrepreneurially minded business leader and breakthrough change agent who engineers high-caliber, revenue-winning marketing and creative strategies within cost-conscious environments. Harnesses talent and builds and retains loyal, engaged, data-driven teams. Strategizes and executes with spot-on prioritization instincts to plot the shortest possible path to the greatest business impact. Maximizes performance across all marketing channels and E-commerce platforms, by leveraging strong brand and performance marketing expertise, with agility to adapt quickly to evolving consumer behaviors and technological shifts.

BUSINESS VALUE

Profit Maximization
Revenue Acceleration
Business Model Renovation
Digital Transformation
Business Process Improvement

ADVERTISING & MARKETING EXPERTISE

Diversified Brand & Performance Media Mix Strategy
Creative Campaign Strategy & Marketing
Customer Acquisition, Experience & Retention
Emerging Technologies / AI Capabilities & Tools
Social Media / Digital / Influencer Marketing

LEADERSHIP ACUMEN

P&L Authority
Coaching & Mentoring
Team Development & Retention
Marketing & Creative Management
Strategic Partnerships & Negotiations

LEADERSHIP EXPERIENCE

HUNTTING ADVISORY GROUP LLC • STRATEGY CONSULTANT / INTERIM CMO • New York, NY • October 2024–Present

Overview: Provide expert guidance to businesses seeking to optimize their Brand, eCommerce, Director-to-Consumer, and Omnichannel marketing strategies. Leverage hands-on experience in entrepreneurial environments to deliver strategic insights that help startups and mid-market companies navigate rapidly evolving digital landscapes and convert marketing efforts into accelerated growth and bottom-line impact.

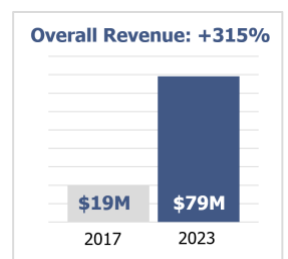
HINT, INC. SENIOR VICE PRESIDENT, E-COMMERCE • New York, NY • May 2018–September 2024

Company: Fastest-growing flavored-water company in the U.S. and disruptive healthy lifestyle brand • 185 employees • \$234M revenue

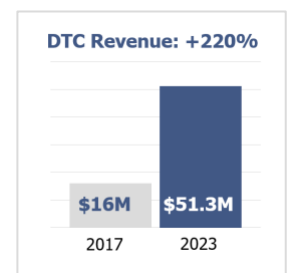
Scope: Challenged to create and execute the E-Commerce strategy • \$16.4M paid media and E-Commerce marketing budget and \$79M P&L at peak of responsibility • Led 6 direct / 10 indirect reports spanning Direct-to-Consumer & Brand Marketing, Lifecycle/CRM/Subscription, Amazon, eRetail, and Social Media, driving growth strategy and hands-on execution under extreme pressure.

Delivered explosive growth and radical turnarounds while minimizing business risk by diversifying and expanding the marketing and E-commerce approach. Built capabilities that enabled company to fully capitalize on DTC and Amazon opportunities. Professionalized processes and team, enhancing knowledge capital to meet investor expectations.

- **Rapid Growth:** Led eCommerce P&L with direct responsibility, achieving 315% overall growth and 220% DTC gains during tenure. Exceeded new DTC customer order KPIs at 51% growth. Aligned growth with CPA targets, delivering 25% drop in acquisition costs.
- **Performance & Brand Marketing Strategies:** Diversified the media mix strategy with new AI capabilities; Meta, TikTok, Native, Display, and influencer campaigns; DRTV and direct mail; Google Shopping ads and SEO. Delivered 80% YoY growth for influencer marketing. Engineered YouTube and CTV debuts, elevating brand engagement metrics. Leveraged media mix modeling & rigorous media attribution and incrementality testing to maximize sales and spend efficiency.
- **Capability Building & Cost Reduction:** Identified gaps in expertise needed to drive growth. Built team of subject matter experts that reduced agency dependency – and saved \$1M annually.
- **Turnaround & Crisis Management:** Returned sluggish post-Covid Amazon sales to material growth at 56% (to \$27.7M), restoring investor confidence. Turned negative overall sales decline to 12% YoY gains with 12% lower CPA following tech platform policy changes (Apple iOS). Delivered 37% YoY growth for Facebook/Instagram sales with a 31% CPA drop.
- **Creative Optimization Strategy:** Surpassed acquisition targets in paid social and digital media channels, generating up to 85% YoY growth in new customers. Drove a 43% increase in digital campaign conversion. Launched landing pages that drove 113% increase in sales conversion.
- **Retention and UX Improvement:** Launched new website and UX strategy on Shopify, improving sales conversion 57%. Launched email and CRM promotional calendar and site merchandising strategy leveraging Klaviyo and Attentive, to fuel customer retention and LTV. Overhauled digital creative campaign management and resources to lower annual operating expenses by \$1M+.



Annual Savings Impact \$2M



THE PROACTIV COMPANY (A NESTLÉ DIVISION) (formerly part of Guthy Renker) Santa Monica, CA • March 2014–April 2018
SENIOR VICE PRESIDENT, DIGITAL MARKETING (Guthy Renker, '14-'16; The Proactiv Company, '16-'18)

Company: Nestlé Skin Health and Guthy Renker joint venture; Market leader in consumer acne and skin care products • 200+ employees
Scope: Answered the call to expand scope of executive authority in 2017 to include DRTV and direct mail in addition to managing all digital channels • Up to \$92M marketing budget • \$309M P&L responsibility • 6 direct / 18 indirect marketing, media, and creative reports.

Drove a mission-critical shift from an infomercial-based business model to digital reinvention. Reversed a downward digital sales slide and created a matrix of value that led to a brand acquisition by Nestlé Skin Health.

- **Turnaround & Capability Building:** Built a top-echelon digital marketing and creative department that converted years of steady revenue decline into long-horizon success. Delivered digital sales YoY growth of 21% between 2014 and 2015 with a 23% profit and 15% YoY growth between 2015 and 2016. New capabilities eliminated agency dependency, saving \$6M annually.
- **Profit Maximization:** Analyzed advertising spend, gaining a nuanced understanding of P&L, and then eliminated inefficient campaigns/channels. Championed aggressive investment in paid social channels, increasing Meta sales 160% while driving down cost per order 20%. Deftly managed a \$5M CTV / YouTube budget that increased awareness and channel orders 50%.
- **E-Commerce Strategy:** Orchestrated the development of new creative tests and overhauled the order flow on Proactiv.com, increasing site conversion rate 24% and prompting visitors to choose higher priced kits, growing online orders 15% and profitability 30%.
- **Leadership & Change Management:** Retained 90% of staff during divestiture, despite turbulent cultural transition to a multinational and pressure to meet aggressive new targets.



LOT18 New York, NY • 2012–2013
VP, ACQUISITION MARKETING

Company: Distributor of high-quality wines and subscription-based wine club, Tastingroom.com (now owned by Firstleaf) • 100 employees
Scope: Grew sales across all media channels • \$2M paid media budget • 4 direct / 4 indirect marketing, media buying, and creative reports.

Led a business model overhaul that unlocked the gateway to a wider customer base, caused market incumbents to stumble, supercharged revenue, and left a lasting legacy of sustainable growth.

- **Business Transformation:** Drove strategic rebranding, transitioning from high-end boutique to mainstream subscription model. Developed ROI-driven marketing roadmap and built high-performance team, resulting in 14K new paid subscriptions in one year.
- **Digital Marketing & Advertising:** Optimized conversion rates through more promotional, call-to-action designs and copy. Executed 50 tests spanning banner creative, landing page efficiency, price point optimization, etc. that led to a 150% conversion improvement and generated 100K new site registrations. Drove new customer growth up 25% and expanded revenue per customer 50%.

NET SALES CONVERSION	CUSTOMER BASE	REVENUE PER CUSTOMER
150% Increase	25% Growth	50% Enhancement

EARLY CAREER

FYI DIRECT, INC. (a division of Vertrue) — **VP, ONLINE MARKETING**, 2009–2012 • **SENIOR DIRECTOR, ONLINE MARKETING**, 2004–2009, **DIRECTOR, ONLINE SALES**, 2002–2004 • **SENIOR ACCOUNT MANAGER**, 2000–2002 • **ACCOUNT MANAGER**, 1998–2000

Delivered \$250M in new revenue by shifting this consumer services marketing company away from a traditional model and converted it into a digital juggernaut. Built display business for credit score and ID Theft products into a top player, siphoning market share from industry frontrunners, and transforming search marketing into company’s most significant revenue engine. Stretched a \$45M budget and led 18 staff.

EDUCATION & AFFILIATIONS

IONA COLLEGE • **Master of Business Administration (MBA)** • 2001
 SOUTHERN CONNECTICUT STATE UNIVERSITY • **Bachelor of Science (BS), Business Administration–Management** • 1997