



Browse other resumes; none will be as good



Resume

Experience

Personality

Proven Success

"Wicked Smart"

Plz Hire



Lyssa Myska Allen

Vice President, Growth Marketing ● Hire now (1 share left)

● Limited opportunity!

Nerd translator: Creative, tech-focused marketing leader

20 years experience | early-stage to PE-backed startups | founder

LyssaMyskaAllen.com, Austin, TX | 15 years remote leadership

Contact our team

Looking for a customer-obsessed marketer to lead the company's Lifecycle and Cross functional customer journey strategy? Look no further than Lyssa, a technically-savvy, inspiring and creative leader interested in making a big impact on the business.

I'M INTERESTED



HIRE

+1 512-626-5625

Get the whole package with this visionary, adaptable, intelligent global leader with extraordinary problem-solving and analytical skills.

In this marketer's role as VP, Global Head of Marketing for PE-backed Arise Virtual Solutions, she developed & executed global growth marketing strategy, driving brand awareness, customer acquisition & revenue growth across paid & non-paid channels.

With Lyssa, you get someone who can implement data-driven decision-making processes to optimize paid and organic marketing campaigns and improve ROI whilst constantly iterating and adjusting for demand. She has strategized, built, and maintained a exceptional brand experience across a diverse set of global audiences across all digital properties including relaunching multiple websites and Arise's global social media program.

By implementing technical & content SEO strategies, the website now ranks on the first page for every single target keyword.

But that's not all the benefits! This exceptional hire has managed relationships with external and internal partners. She leads consumer communications: 1M+ emails sent per month, open rates of 110%, and CTR of 8% on average; built and maintained community-building and retention efforts across audiences. But she also leads external relationships including media relations, public relations, and even public policy work through strategic campaigns and event participation.

CALL |

CHAT

I'M INTERESTED

In addition to those external partners, she has deep experience driving critical decisions with senior leaders and diverse functional/geographic teams to drive outcomes around model changes, legal restrictions and risk management.

Last but certainly not least, this incredible marketer has the highest 360-degree reviews of any manager in the company last year! Her high-performing global team has been promoted repeatedly and is deeply respected.



Made for (web) hosting
digital native. tech-savvy,
early adopter



Central location
Can manage multiple initiatives
and priorities at once

FYP

Easy (&) entertaining
Fearless optimizer, strategist, &
tactician with a great attitude

A year as a Lyssa Myska Allen coworker

[GET STARTED](#)

There's no time like the present to make memories with colleagues at Pacaso

10%

increase in funnel
conversion

20

blue bird ski days
(for creativity)

1.5+:1

ROI of budget
to value creation

~14

practical jokes
&/or virtual
dance parties