

Cole Stark

Head of Growth

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EXPERIENCE

Head of Growth — Quadratic

2024 – Present

- Owned growth strategy across paid acquisition, SEO/GEO, influencer partnerships, email, lifecycle marketing, social media, product launches, and conversion optimization as Quadratic captured its first 300,000 users.
- Built and managed a six-figure acquisition program across Google Ads, YouTube partnerships, Reddit, LinkedIn, and Meta; used channel-level CAC and conversion analysis to reallocate spend and reduce blended CAC by 60% QoQ.
- Led go-to-market strategy for all major product launches, translating technical capabilities into clear messaging across the website and marketing channels.
- Built Quadratic's organic acquisition program from the ground up across SEO and AI search, generating 7,000+ monthly signups and 1M+ monthly search impressions.
- Built an automated growth reporting system connecting product data (Mixpanel + Postgres), GA4, GSC, CRM, and advertising platforms to measure performance from acquisition through paid conversion, identify funnel bottlenecks, and guide channel and product priorities.

Head of Growth — Pieces for Developers

2022 – 2024

- Led a five-person growth team and developed the company's growth strategy, increasing active users by 1,700%.
- Planned and launched three Product Hunt campaigns that increased product installs by 460% and expanded visibility within developer communities.
- Grew organic traffic by 200% and organic conversions by 930% through content strategy, technical SEO, and conversion optimization.
- Built the company's marketing operations infrastructure across analytics, CRM, lifecycle email, advertising, and project management while leading a complete website redesign and migration.

Founder — Stark Visibility

2021 – 2022

- Founded a growth consultancy helping technology startups improve acquisition through SEO, Google Ads, LinkedIn, and website optimization.
- Developed client growth strategies that increased organic traffic by an average of 160% within one year, supported by comprehensive acquisition, messaging, and conversion audits.

Account Supervisor, Digital Marketing — Firebrand Communications

2019 – 2022

- Led digital growth strategy for B2B technology clients across website messaging, content, technical SEO, paid acquisition, and conversion optimization.
- Managed Google Ads search and display programs that reduced cost per click by 75% while increasing conversion rates by 90%.
- Advised startup founders and marketing teams through campaign planning, performance analysis, and actionable recommendations for increasing brand awareness and qualified pipeline.

SKILLS

Growth Strategy & GTM · Paid Acquisition & Budget Management · Influencer Marketing & Partnerships · SEO, Content Strategy & GEO · Product Marketing & Positioning · Lifecycle Marketing & CRM · CRO & Experimentation · Growth Analytics, Attribution & Reporting · Team Leadership & Cross-Functional Management

EDUCATION

Miami University — B.S. Business, Marketing; B.C.A. Emerging Technology in Business

2019