

# John Parides

Marketing Leader

## PROFILE

Marketing leader with extensive experience leading teams, launching & scaling mobile apps, and establishing and leveraging marketing analytics systems for both established companies and Series A startups.

## EXPERIENCE

### **Jumbo Privacy, Remote** — *Head of Marketing*

JANUARY 2022 - NOVEMBER 2022

Recruited as the first marketing leader. Quickly ramped a marketing team of six professionals, established marketing plans, processes, and KPIs. Doubled return on advertising spend in less than one year. Worked closely with finance to maximize company runway and ROI.

### **Radish Fiction, Remote** — *Vice President, User Acquisition*

SEPTEMBER 2020 - JANUARY 2022

Led an organization of eleven people responsible for performance media buying, creative strategy, video and static asset production, ASO, content marketing, social media, merchandise, and lifecycle marketing.

### **Glu Mobile, San Francisco, CA** — *Senior Director of User Acquisition*

NOVEMBER 2014 - JULY 2020

Led a team that grew from four to ten team members, managing all paid marketing buys across the company's game portfolio, supporting ~5-8 games at a given time, spending \$100m+ annually. Acted as the product manager for the company's marketing technology stack. Company revenue grew from \$200m to ~\$540m annually during my tenure, growing market cap from \$270m to \$1.5b.

### **Ngmoco LLC, San Francisco, CA** — *User Retention Marketing Manager*

OCTOBER 2012 - OCTOBER 2014

Managed a team of three, focused on cross promoting, retaining, and increasing revenue from existing users on the company's gaming platform.

### **Greystripe Inc., San Francisco, CA** — *Account Manager*

JUNE 2010 - OCTOBER 2012

Managed post sales processes for this mobile advertising network.

## CONTACT

[linkedin.com/in/jparides](https://www.linkedin.com/in/jparides)  
[johnparides.com](http://johnparides.com)

## EDUCATION

Bachelor of Science,  
e-Business  
California Polytechnic  
University  
Pomona, CA  
2006-2011

## CORE COMPETENCIES

- Goal Setting
- Management
- Budget Planning
- Creative Processes
- App Store Optimization
- Campaign Optimization

## TECHNICAL SKILLS

- Microsoft Office
- Google Workspace
- Photoshop
- Mode
- SQL (Hive, Athena, Redshift)
- Facebook Ads Manager
- SKAdNetwork
- Singular & Adjust
- Amplitude
- Airtable
- Storemaven