



Key Skills

Leadership, Brand Marketing, Digital Marketing, Growth Marketing, Product Marketing, PR, Partnerships, Competitive & Business Intelligence, Stakeholder Reporting and Advisory

PIXEL PATH

Industries Servicing

Healthcare, Subscription Clubs, Hospitality, E-commerce, IT and Technology



Largest global SaaS platform/managed service organization for data for the AI Lifecycle

Used Marketing Platforms

Salesforce, Marketo, Terminus, Sprinklr, Meltwater, Conductor, Crayon, Microsoft Power BI, Mixpanel, Domo, Google Analytics & Webmaster Tools, Hotjar, Lucky Orange, Mailchimp, WordPress, Facebook Ads, Instagram Ads, LinkedIn Ads, Google Ads, YouTube Ads, Unbounce, Webex



DIRECTECH LABS

SaaS People Intelligence and Analytics AI/ML Retention Platform

Used Marketing Platforms

Salesforce, HubSpot, Sisense, SpyFu, WordPress, Lucky Orange, SendGrid, Slack, Facebook Ads, LinkedIn Ads, Google Ads, Zoom Webinars

JAFRA



\$500 million global cosmetics company

Used Marketing Platforms

Kentico, Hybris, Unbounce, Sprinklr, SpyFu, SEMrush, Crazyegg, Google Analytics, Multibrain, MailChimp, YouTube, Facebook, Instagram, Twitter, Facebook Ads, Google AdWords

Will Ackerman

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A highly accomplished data-centric senior marketing servant leader with a proven record amplifying brand awareness, customer activity, and sales for start-ups to Fortune 500 companies. Excels in leading teams up to 30 members, cross-functional groups up to 75, managing multi-million-dollar P&L's, projects and campaigns targeted to millions of global users, optimizing ROI and using data to generate actionable insights.

Founder, Fractional VP of Marketing

[Pixel Path Digital, Los Angeles \(Remote\)](#)

March 2023- Present

Digital Strategy, Marketing and Product Development Agency.

- Strategize and execute brand and product marketing programs for executives and leaders across several industries, driving significant uplifts in sales, leads, subscriptions, and retention, as evidenced by a 37% customer acquisition and a 23% retention increase for a national farm-to-table subscription service and a notable media placement on NBC for an IT services firm.

Senior Director of Product (Head Enterprise Brand and Product Marketing, PR & Business Intelligence)

[Appen, Los Angeles, CA \(Remote\)](#)

2021– 2023

The industry leading SAAS data platform/managed service organization for the AI Lifecycle.

- Championed a strategic brand and marketing revitalization, steering a 12-person team to deliver the largest enterprise pipeline in five years, a 308% [surge in closed/won enterprise revenue source to marketing initiatives](#) and a 500% increase in crowd work applications.
- Directed the marketing teams in modernizing branding across all public touchpoints, while supporting sales teams to close 48 new enterprise deals and improving average deal size by 129% to \$140,000.
- Leveraged webinars and case studies with industry leaders from [Pinterest](#), [Airbnb](#), and [Mercedes-Benz](#) to enhance brand credibility and helping secure the largest multi-million-dollar enterprise contract in 2022.
- Improved digital channel and competitive analysis processes while reducing Martech costs by 15%.
- Cultivated partnerships with industry leaders like [Nvidia](#), VentureBeat, TechCrunch, Forbes, Gartner, and the World Economic Forum resulting in global brand recognition in key [publications](#) and accolades.
- Directed competitive marketplace, marketing channel performance & customer feedback analysis, including NPS initiative and delivering insights to internal teams helping improve NPS by 22 pts YoY.

VP of Product and Product Marketing

[Directech Labs – a TechStars Alumni, Santa Monica, CA](#)

2019 – 2021

SAAS People Intelligence AI Messaging and Analytics Retention Platform for B2C Direct Selling Organizations

- Directed ABM, social, SEO, and SEM campaigns, growing the B2B customer base by 300% and amplifying the startup platform's user base to 1.8 million.
- Created branding, sales enablement assets, and whitepaper on trends, innovations and opportunities helping to raise \$650K and attracting 3 acquisition offers ([DirectScale completes acquisition Q1-22](#)).
- Analyzed product use leading to a revised AI product roadmap. Led engineering and data science team development sprints transforming the mobile SMS messaging platform into an SMS/Web hybrid expanding reach from 62% to 93% of the 1.8MM direct selling distributor user base, lifting product engagement by 430% and reducing the cost of messaging by 50%.
- Directed client relations and customer satisfaction teams initiatives with meetings and the execution of focus groups and surveys, paving the way for product-market fit and enhanced revenue opportunities.

Director of Digital Strategy and Communications

[JAFRA Cosmetics International, Westlake Village, CA](#)

2015– 2019

\$500 million cosmetics company with a global presence in 18 international markets

- Entrusted as a key member of the Global Leadership Team to guide major digital marketing strategic decisions, including leadership in a comprehensive \$50M digital transformation that enhanced global operational, communication, and marketing effectiveness, helping grow the US annual revenue by 19%.
- Built three-year digital marketing and sales roadmap while leading a cross-functional multi-market global team of 16 to relaunch the international consumer websites. Sites delivered an 87% surge in eCommerce revenues in year one and delivered annual growth between 18%-30% in following years.
- Doubled US social media followers to +1 million in 16 months and secured over 30 key phrases on Google's page 1.
- Created content strategies, [podcast](#) and video assets ([e.g. 1](#) | [e.g. 2](#)) elevating the Royal Jelly Skin Care and Perfumer's Delight fragrances to be viewed as a prestige line contributing to \$50 million in sales.

Industries Served

Entertainment, Media, Automotive, IT & Technology, Beauty, Fashion, Health and Fitness, Wellness, Healthcare, Subscription Clubs, eCommerce

**Principal Digital Strategy, Marketing and eCommerce Consultant****Digital Sky, LLC, Burbank CA****2008 – 2015**

- Designed and launched an online fantasy sports game for the Mr. Olympia event, and devised its promotional strategy securing three key sponsors and over \$2 million in additional event sponsorships.
- Led insight analysis for a hospitality client, uncovering social content use insights allowing active digital community to grow from 8k to over 100k and to achieve event promotion conversion rates of up to 14%.
- Built influencer campaigns for fashion and beauty brands, generating thousands of sales with each video.
- Boosted Toppik's customer LTV from \$212 to \$537 using triggered emails and a loyalty program.
- Negotiated distribution deals and online reseller stores for clients with Quidsi, Walgreens, and QVC.
- Conducted competitive and user analysis for Shape Magazine's Facebook content to improve engagement metrics boosting organic follower growth by 250,000 in 2 years.
- Expanded BORBA Skincare's email list from 35,000 to 300,000 with a landing page acquisition strategy incorporating decision trees, which delivered a higher initial purchase value by 43% over direct traffic.
- Co-founded an online influencer/stylist fashion marketplace with a unified shopping cart across hundreds of brands, growing to over 20 stylists/influencers and nearly 50,000 active members.

VP of Marketing and New Media**Outlook Amusements, Hollywood, CA****2005 – 2008**

- Revamped brand communication, pricing model, website features, lead generation, retention and CRM programs resulting in annual eCommerce revenue growing from \$5 million to \$30 million in 3 years.
- Managed multi-million-dollar radio, television and direct mail campaigns and secured weekly morning show appearances on radio and television morning programs.
- Oversaw multi-million-dollar P&L; led marketing and web development services; managed terrestrial radio and television marketing and campaign buys; directed direct mail initiatives; oversaw podcasting
- Led innovative marketing strategies growing the email list size from 500,000 to 1.8 million.
- Developed marketing programs and landing pages that grew customer acquisition by over 50% while keeping acquisition costs below target by more than 25%.
- Partnered with Technology team on building advanced product use and campaign tracking analytics helping to drive data-informed decisions and customer retention and growth.

Director of New Media and Weider Interactive**(2002-2005)****Web Producer****(2000-2002)****American Media, Inc., Various Locations (NY, NY/ Boca Raton, FL / Woodland Hills, CA)****2000 – 2005**

- Acting General Manager for the world's fifth-largest magazine publisher's New Media Divisions, overseeing all digital content, subscriptions, ad sales, business development, and technical operations.
- Worked with Consumer Marketing and Print Sales teams to develop omni-channel ad programs, securing new blue-chip clients including Warner Brothers, Sony, and McDonalds resulting in an \$8 million cost-center to profit-center turnaround.
- Negotiated syndication deals with Yahoo, iVillage, & AOL boosting monthly unique visitors by 30,000,000.
- Led the development and general management of 23 high-profile sites, three mobile applications, and online subscription services. Achieved YoY site sourced subscription growth of 28%-53% over projections.
- Improved site content strategy increased monthly organic audience from 1MM to 3MM unique visitors.
- Relunched iShape health and wellness subscription programs with gamification concepts leading to annual subscriptions growing by 62% and increasing annual renewals by 37%.

Education

1. Bachelor of Arts: Radio-TV-Film, Minor: Business with a Marketing focus
[Temple University, Philadelphia, USA](#)
2. SCRUMStudy: Scrum Master Certification (SMC & SFC), through 10/2026
3. Google Certified: AdWords, Mobile Sites, AdSense

