
Jeff Deutsch

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SUMMARY

I've grown 4 straight tech companies (including my own SEO SaaS) at least 5X year-on-year with digital marketing over the past 9 years. Most recently, I grew \$3 billion tech company VIPKID's supply side by 700% in just 16 months.

Now looking to grow the next company in Sydney in a long-term role. The right fit: a tech-friendly company that wants to achieve dynamic growth using the latest in digital marketing technology.

I enjoy and thrive in leadership roles, having built and led marketing teams between 3 and 10 people in size.

Keywords: digital marketing, growth marketing, leadership, management, entrepreneurship, startups, business development, SaaS, paid social, SEM/programmatic, SEO/content marketing, video marketing, CRO/UX, email marketing, CRM, messenger marketing.

EXPERIENCE

VIPKID, Beijing - *Digital Marketing Manager*

MAY 2017 - PRESENT

VIPKID is a \$3 billion tech company. I grew the supply side from 8,000 online teachers to 50,000+ in my time there and built the growth marketing team. This resulted in Forbes ranking the company #1 on its 2018 "Top 100 Remote Work Companies" and was a strategic part of the company's 2018 \$500 million investment round.

- Scaled VIPKID's traffic and online teacher number by 670% with paid digital ads and SEO/content marketing (250% growth in organic traffic)
- Built strategic relationships with top channels and platforms (Facebook, Google, Bing, Indeed) and developed new VIPKID brand
- Reported to the SVP of Marketing; built and led 10-person digital marketing team and managed 8-figure budget; developed departmental KPIs and marketing calendar
- Increased mobile conversion rate by 210% through CRO, A/B testing, UX improvements, and improved email marketing

MultiBank Exchange Group, Beijing - *International Marketing Manager*

JUN 2016 - MAY 2017

MultiBank is a forex investment company with \$322 million in paid-up capital.

- Increased year-on-year sales from international department by 150x, decreasing CAC by 10x; primarily via Facebook ads, LinkedIn InMail campaigns, landing page development, and Hubspot CRM implementation
- EU growth resulted in the company's listing on the Frankfurt Stock Exchange

Ptmind, Beijing - *VP of Marketing*

JAN 2015 - MAY 2016

Ptmind is a 200-person startup in Beijing with two main products: Ptengine (CRO tool) and Datadeck (business data visualization tool).

- Grew user base of Ptengine by 8x in my first year with content marketing, email marketing, and CRO, securing the company \$9 million in funding
- Increased Ptengine signup conversion rate by 57% and implementation rate by 80%
- Handled product validation and product marketing for initial stages of Datadeck

Frobark Laboratories, Beijing - *Co-Founder and CEO*

JAN 2010 - JAN 2015

Frobark Laboratories was my SEO startup.

- Built a SEO SaaS in PHP and acquired more than 1,000 marketing agency clients
- Ranked more than 30,000 keywords on Page 1 of Google
- Story of my life as a digital marketer during this period now being made into a Hollywood film, *Unsubscribe*, by producer Timur Bekmambetov (*Unfriended*, *Wanted*, *Abraham Lincoln: Vampire Hunter*)

EDUCATION

Tulane University, New Orleans - *B.A. with Honors (summa cum laude)*

JAN 2002 - MAY 2004

INTERESTS AND OTHER SKILLS

Languages: English (Native), Mandarin (Professional Working Proficiency - HSK Level 6), PHP, SQL, Python, HTML, CSS, Javascript

Sport: NBA fanatic, Founder of Sweet Jizhes Softball Team (Beijing Softball League, 2010 - present), training for IRONMAN 70.3 Geelong (Feb 2019)

Music: Singer in Red Hot Chili Peppers cover band *Funky Monks*, Guitarist in '90s-style alt-rock band, *Bye Bye Kitty* (Nominated for Best Cover Band by *The Beijinger*, 2015)