
Clay Reimus

B2C Growth & Marketing Leader

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SUMMARY

I'm a **strategic, hands-on growth leader** with deep expertise in scaling consumer and prosumer software platforms, from user acquisition to retention and monetization. I design and execute high-impact initiatives (with the leverage and power of AI), including paid media management, product-led growth, funnel optimization, SEO, referral / affiliate programs, and pricing strategies that drive cost-effective growth.

WORK EXPERIENCE

Roll20

Head of Marketing | 2022 – Present

Director of Growth & Analytics | 2021 – 2022

[Roll20](#) is the leading consumer platform for online tabletop gaming, with 22M+ monthly active users. I report to the CEO as a member of the executive team and directly manage a team of 8.

- I helped grow the company from 8 million to 22 million MAU (monthly active users) by optimizing the new user funnel, publishing 20k+ SEO pages, and executing paid campaigns, holding every channel to 3:1 LTV:CAC or better.
- Added \$3M+ in incremental ARR via retention, winback, and LTV expansion, including A/B testing the full subscription funnel and targeted pre-cancellation deflections and discounts.
- Propelled a 25%+ increase in sign-up conversion by removing friction in the registration flow and redesigning the post-account-creation experience.
- Created an AI-powered “data analyst” that delivers accurate, multi-modal business intelligence to internal users. It follows an evolving set of business logic to convert questions into performant SQL queries, runs those queries, and returns not just data but visualizations and insights. Trusted by leaders and executives at the company.
- Tripled daily sign-ups by launching Roll20 as an embedded “Activity” in Discord, with guerilla GTM outreach to hundreds of servers – unlocking a new distribution channel and top-of-funnel growth.
- Scaled SEO and video growth engines with the help of AI, doubling monthly active users, tripling impressions via short-form video, and leveraging GA4, Mixpanel, Hubspot, Stripe, Tableau, and Grafana for executive-level analytics.

Kinship

Sr. Director of Performance Marketing | 2020 – 2021

At Kinship, I led performance marketing across Mars Petcare’s “pet tech” portfolio of brands, including Whistle (the #1 market-leading pet wearable, now [Tractive](#)) and [Wisdom Panel](#) (pet DNA testing).

- Added \$4M+ in incremental revenue while managing a \$40M+ annual budget across a wide portfolio of businesses.
- Slashed CAC by 15% through channel optimization and data-driven media allocation.
- Streamlined agency partnerships across geographies and time zones to accelerate execution.
- Pioneered a content agency supporting 20+ Mars Petcare brands with traffic-driving content.

ClassPass

Director, Customer Acquisition & SEO | 2018 – 2020

At [ClassPass](#), I was responsible for cost-effective customer acquisition for a two-sided marketplace and led a team of 6. Valuation grew from \$650M to \$1.2B during my tenure.

- Added 50% incremental subscriber growth from organic and generated \$750k+ ARR by launching several significant SEO and CRO overhauls and partnered with the product team to redesign most of the site with customer acquisition in mind.
- Optimized every detail of our App Store listings (down to the package name) to improve rankings.
- Optimized our referral program, testing incentives that boosted performance and engagement.
- Improved paid search and social efficiency, reducing paid search CAC by 20% and social CAC by 15% while sustaining acquisition volume.
- Led a team of channel experts across SEO, referrals, and paid media to maximize growth and ROI.

Huge

Director, SEO | 2017 – 2018

Associate Director, SEO | 2016 – 2017

Lead, SEO | 2015 – 2016

At [Huge](#), I designed and implemented SEO strategies to improve visibility for iconic brands like Google, Hulu, and Verizon.

- Spearheaded an SEO redesign of Hulu.com to elevate thousands of show and episode landing pages, increasing traffic by 40% within a year and out-competing other streaming sites.
- Led SEO strategy for Google's Think With Google site, improving rankings and traffic.
- Added \$4M in new revenue by designing new offerings like App Store Optimization (ASO).

Digitas Health

Manager, SEO | 2013 – 2015

Analyst, SEO | 2012 – 2013

Digitas Health is a global marketing agency focused on healthcare and pharmaceutical brands.

STRENGTHS AND SKILLS

Product-Led Growth | AI Workflows and GTM Automation | SEO & Content Marketing |

Paid Media (Search, Social, etc) | Conversion Rate Optimization (CRO) |

Lifecycle Marketing & Email Automation | Data Analytics & Visualization |

Growth Team Leadership & Coaching | GTM Strategy for M&A and Product Launches

Technical Skills: Claude Code / Codex, GA4, SQL, Python, Mixpanel, Tableau, Grafana, Ahrefs, SEMRush

EDUCATION

Susquehanna University – *Bachelor's Degree in Communications (2011)*

SIDE PROJECTS ([GITHUB](#))

OverlayAudio.com – Built a live sports commentary platform with broadcast synchronization using Daily.co API for scalable peer-to-peer voice chat; launching 2027.

EarningsEcho.io – Developed a retail investor resource for earnings reports, featuring a calendar, analyst sentiment summaries, and historical beats/misses.