

Laurie Stark

Founder, Role Call

Los Angeles, CA, United States | [LinkedIn](#) | [GitHub](#)

Product operations and analytics leader with 15+ years building data infrastructure, product foundations, and cross-functional processes at scale. Currently founding an AI-powered job matching platform.

EXPERIENCE

Developer & Brand Social Analytics

Jun 2025 — Dec 2025

Google

Remote

Built and launched social listening and measurement dashboards in Brandwatch, Sprinklr, and Looker Studio. Delivered quarterly reports and social listening analyses for major developer events including Google I/O Connect, The Android Show, DevFest, and DroidCon. Developed cross-platform methodology to predict ROI for new social account launches.

Founder

May 2025 — Present

Role Call

Los Angeles, California, United States

Built an AI-powered jobs data product that scrapes and structures 2M+ postings from 15,000+ company job boards using Claude Code CLI with multi-stage LLM orchestration. Reduced LLM API costs per customer by 85% through pipeline optimization and prompt caching while maintaining match quality. Delivered 5,000+ vetted matches to paying users in first three months and tripled landing-page conversion through user research and UX iteration.

Director, Strategy & Analytics

Feb 2019 — Sep 2024

Kickstarter

Los Angeles Metropolitan Area

Led strategy, analytics, and data science functions for a \$500M+ dual-sided marketplace with 3M+ annual users. Built Kickstarter's product analytics foundation from scratch with 100+ standardized events across web, iOS, and Android, managing complex GDPR/CCPA compliance. Designed and implemented multi-touch attribution model that increased performance marketing revenue by 24%, creator segmentation strategy that boosted creator satisfaction by 18%, and customer segmentation program that increased NPS by 18%.

Senior Manager, Revenue Operations & Growth

Oct 2015 — Feb 2018

Upworthy

Los Angeles Metropolitan Area

Drove growth and revenue optimization at a mission-driven publisher growing at the time. Implemented cross-functional feedback loops between editorial, product, and sales that informed content and monetization strategy. Optimized \$1M+ ad spend through testing, reducing cost-per-click by 50% and increasing CTR by 30%, while building revenue models guiding strategic decisions through company acquisition.

Growth & Revenue Strategy Lead

Dec 2014 — Sep 2015

Topix

San Francisco Bay Area

Drove 2x revenue growth in six months at a viral content producer averaging 3B pageviews monthly through data-driven optimization and cross-functional improvements. Redesigned content recommendation engine that increased engagement and page views per session by 40%. Doubled ad revenue by implementing automated workflows, optimizing campaigns, and establishing feedback loops with editorial and sales.

Strategic Operations Manager

Oct 2013 — Dec 2014

Center for Behavioral Intervention Technologies, Northwestern University

Chicago, Illinois, United States

Managed software quality assurance for mental health web and mobile applications used in clinical research. Implemented mobile tools for multi-site data collection at a teaching hospital in Ibadan, Nigeria, working directly with mental health clinicians on field implementation.

Founder & Operator

Nov 2012 — Oct 2014

Hello Foxy

Remote

Built and sold a profitable affiliate marketing lifestyle blog, managing strategy, operations, marketing, and technical execution. Sourced and onboarded affiliate partners, managed revenue tracking and programmatic ads, designed web and graphics, ran paid acquisition campaigns, and tracked analytics. Co-authored a related ebook that placed in the top 10% of Kindle's Startup category.

Data & Strategic Initiatives

Feb 2010 — Oct 2013

United Way of Dane County

Madison, Wisconsin, United States

Led end-to-end data and systems operations for a nonprofit raising \$20M+ annually. Managed a database of 30,000+ donors, volunteers, and major-gift prospects. Built front-end forms and back-end databases that reduced reporting errors by nearly 100%. Led vendor selection and implementation of CRM, CMS, and website redesign, serving as liaison between technical and non-technical departments.

Coordinator, Program Operations

Mar 2005 — Jun 2007

Epic

Madison, Wisconsin, United States

Scaled and optimized onboarding and learning programs during rapid growth, running orientation for 500+ new hires monthly. Led healthcare professionals in implementing electronic medical records at healthcare facilities. Certified in EpicCare Ambulatory, EpicWeb, and EpicCare Link.

EDUCATION

New York University School of Law

Jan 2007 — Jan 2007

Law

Activities and societies: Center for Human Rights and Global Justice (researcher), The Commentator (staff editor)

University of South Florida

Bachelor's degree in Sociology

SKILLS

Voice of the Customer · Executive Reporting · Business Operations · SQL · Go-to-Market Strategy · Decision-Making · Key Performance Indicators · Artificial Intelligence (AI) · Dashboards · Strategic Insights · Presentation Skills · Requirements Gathering · Growth Strategies · Software Testing · Strategic Initiatives · Strategic Leadership · Big Data · Data Governance · Team Development · Creativity and Innovation · Trend Forecasting · Trend Research · Strategy · Marketing Data Analysis · Organizational Leadership · Attention to Detail · Analytics · Cross-Functional Collaboration · Strategic Planning · Looker · Leadership · Data Storytelling · Research Skills · Team Leadership · Team Building · Cross-Functional Team Building · Team Management · Revenue Forecasting · Customer Relationship Management (CRM) · Organization Skills · Management · Interpersonal Skills · Emotional Intelligence · Data Science · Data Modeling · Database Development · Training · Cross-functional Team Leadership · Change Management · Business Analysis · product analytics · analytics engineering · Python · Claude API · LLM orchestration · data pipelines · competitive intelligence · multi-touch attribution · customer segmentation · product management · vendor management · Brandwatch · Sprinklr · Looker Studio · web scraping · GDPR/CCPA compliance · content optimization · affiliate marketing · SEO · database design · experimentation