

Darius A.

Founder & Principal Consultant, Digital Performance Marketing

Austin, TX, United States | [LinkedIn](#)

Digital performance marketing leader with 15+ years building profitable growth programs across grocery, retail and subscriptions. Manages paid media, SEO, CRO and creative testing for brands doing \$15M–\$40M in digital revenue.

EXPERIENCE

DTC eCommerce and Subscription

Sep 2023 — Jan 2024

General Mills

Minneapolis, MN

- Managed a \$500K go-to-market budget and led customer experience, paid social and subscription analytics for a children's meal-subscription launch
- Developed launch messaging, segmentation and GTM campaign strategy
- Led agency review and marketing vendor selection against brand and product launch priorities

Growth Marketing

Sep 2022 — Oct 2024

Sprouts Farmers Market

Scottsdale, AZ

- Developed a new-store launch playbook using geo-targeted social ads, recipes and local offers
- Automated weekly circulars into Meta ads for Florida stores, contributing to a 15% lift in daily foot traffic
- Built regional dashboards linking campaigns, store engagement and foot traffic

Growth Marketing & eCommerce

May 2022 — Nov 2023

Consumer Cellular, Inc.

San Francisco, California, United States

Growth Marketing, eCommerce and Subscription

Dec 2020 — May 2022

The Kraft Heinz Company

Chicago, IL

Led Gevalia Coffee's Shopify DTC launch and subscription strategy across unit economics, CRM and analytics.

- Increased subscription share from 2% to 50% of gross sales; reduced CPL from \$15 to \$2.90
- Originated a concept connecting recipes, social discovery and commerce; developed What's Cooking's business model and product roadmap, helping drive 200K organic app downloads
- Worked with teams on ghost-kitchen and meal-solution tests using subscriptions, third-party delivery and DoorDash; involved content creators and explored pop-ups and cross-brand promotions

Marketing and Product-led Growth

Aug 2020 — Jan 2021

Samsung Food

San Francisco, CA

Led growth for Whisk's recipe-discovery and meal-planning app serving grocery retailers and CPGs.

- Developed activation programs for Kroger and 84.51°, connecting recipes with basket building
- Developed global go-to-market strategies for partners including Tesco, Kraft Heinz and Unilever
- Created SaaS product marketing and sales collateral for Samsung's global sales teams

Head of Digital & eCommerce

Apr 2020 — Dec 2021

Vitamin World

New York, NY

Led eCommerce growth for a national wellness retailer, connecting content and merchandising with buy online, pick up in store across 150+ locations. Vitamin World is a wholly-owned subsidiary of Feihe Nutrition Company (飛鶴), Beijing.

- Partnered with merchandising, buying and store leadership to align marketing spend, BOGO offers and promotions with revenue targets
- Led the transition to Shopify Plus and directed all CX, email, CRO, affiliate and paid marketing programs

Marketing and DTC eCommerce Subscription

Aug 2019 — Jan 2021

Albertsons Companies

San Francisco Bay Area

Led acquisition and customer adoption for Drive Up & Go and home delivery across a 2,000+ store network, partnering with corporate eCommerce, marketing and store teams. Managed a \$15M annual Google Ads program.

- Used basket history from a 35M+ member loyalty program to personalize campaigns across a 40M-record email file, helping double click-to-open rate from 3% to 6%
- Collaborated with national CPG brands on shopper marketing, meal inspiration and

seasonal site promotions

- Led local store discovery through store pages and Google Maps
- Helped develop a specialty-food "infinite aisle" marketplace spanning 200K+ SKUs and 300+ sellers, testing emerging brands to inform broader store distribution
- Helped establish data infrastructure for personalization, recommendations and dynamic merchandising

Principal Growth Marketing Consultant

Pentalon Growth Marketing, LLC

Sep 2017 — Present

Austin, Texas Metropolitan Area

Lead performance marketing and eCommerce engagements for direct-to-consumer and retail brands. Set media, SEO, creative and conversion roadmaps; manage agencies and platform partners to connect media planning, buying and testing with customer economics and ROI.

General Manager & Head of Digital

ForSalebyOwner.com

Mar 2015 — Dec 2017

Greater Chicago Area

Owned \$15M P&L and ~\$6M annual acquisition budget, leading product, technology, marketing, sales and customer operations. Rebuilt lead generation, website and conversion programs, increasing conversion 5X and supporting \$600M in first-year home closings. Directed paid acquisition, direct mail and DRTV alongside landing-page testing, connecting campaign performance with lead handling and follow-up.

Vice President, Digital Marketing

Xome.com

Jul 2013 — Jan 2015

Dallas-Fort Worth Metroplex

Led launch marketing for real-estate marketplace that reached \$1.5B in transaction volume in first year, connecting paid media, search, CRM and conversion programs with completed transactions. Managed ~\$10M annually across SEM, SEO, social, display and CRM; built six-person cross-functional team and aligned analytics, forecasts and media budgets with product priorities.

Senior Director, Digital Marketing

Auction.com

Dec 2010 — May 2012

Irvine, CA

Led SEO, paid search and lifecycle marketing for real-estate marketplace. Worked with product and technical teams on website and funnel improvements. Connected UX, CRM and attribution with customer conversion and transaction value; used geographic analysis to identify high-performing segments and guide acquisition priorities.

Director, eCommerce and Digital Marketing

MotoSport.com

May 2007 — Sep 2010

Tualatin, OR

Owned \$40M digital-sales P&L, \$5M media budget and six-person team spanning product, IT, marketing and eCommerce for multi-channel retailer. Expanded digital catalog to 80K SKUs, aligning merchandising, promotions, acquisition and CRM with inventory plans and seasonal demand.

Senior Manager, Product Marketing, Aggregate Knowledge

Aggregate Knowledge

May 2004 — Apr 2008

San Francisco Bay Area

Led positioning and enterprise sales enablement for personalization and recommendation platform supporting retail deployments including Walmart and Sam's Club. Connected analytics with merchandising outcomes.

EDUCATION

UCLA

BA in Communications, Latin American History

Dean's List

Golden Gate University, School of Law

J.D. in Law

Admitted to the California Bar

UCLA

Bachelor of Arts in Communications

Golden Gate University, School of Law

Doctor of Law

Admitted to the California Bar

SKILLS

Mortar · Digital Strategy · Key Performance Indicators · Forecasting · Integrated Marketing · Mobile Marketing · Integrated Brand Marketing · User Experience Design (UED) · Brand Marketing · Merchandising · Amazon Web Services (AWS) · Real-Time Bidding (RTB) · Ad Tech · A/B Testing · Mobile Advertising · HubSpot · Sales Enablement · Social Media Communications · Inbound Lead Generation · Digital Media · Demand Generation · Marketing Automation · Brand Strategy · Customer Satisfaction · Content Marketing · Business-to-Business (B2B) · Content Strategy · Sales Funnels · Business Strategy · E-commerce Optimization · Software as a Service (SaaS) ·

Data Analysis · Budget Monitoring · Search Advertising · Customer Segmentation Strategy · Business Development · B2B Marketing Strategy · Leadership · Branding · Salesforce.com · Online Lead Generation · Customer Relationship Management (CRM) · Performance Marketing · Programmatic Media Buying · PPC Bid Management · Marketing Operations · Online Marketing Analysis · Behavioral Targeting · Customer Acquisition · Google Ads · Meta Ads · Paid Search (SEM/PPC) · Paid Social · Programmatic Display (DV360) · SEO · Local SEO · Conversion Rate Optimization · Attribution Analysis · Holdout Testing · Marketing Mix Modeling (MMM) · Analytics (GA4, Adobe Analytics) · eCommerce · Shopify Plus · Email Marketing · Lifecycle Marketing · DTC Growth · Subscription Programs · Omnichannel Marketing · Product Management · Google Shopping · Local Inventory Ads · Google Business Profiles · Google Business Messages · ROAS · CAC · LTV · MER · Team Leadership · Cross-Functional Collaboration