

ADAM FULLER ELLIFRITT

Growth Strategy & Marketing Leader | Brand Scaling | Creative Direction

📞 (253)-229-1375 ✉ adam@centerpiecegardens.com 🔗 <https://www.linkedin.com/in/adamtothewise/>
📍 Bend, Oregon



SUMMARY

Growth strategist with a proven track record of scaling D2C brands through data-driven creative strategies. Led Bend Soap Company to \$19.4M in revenue and currently optimize lifecycle marketing for \$10M+ brands while managing \$12M in ad spend. Expert in performance marketing, revenue optimization, and brand storytelling to build sustainable growth engines.

SKILLS

Growth Strategy & Performance Marketing, Revenue Optimization, Media Buying & Planning, Paid Social Advertising, Google Ads, Customer Lifecycle Strategy, Email Marketing, Creative Direction, Brand Development, Marketing Analytics & Attribution, A/B Testing, Team Leadership, Cross-functional Management, Strategic Planning, Budget Management, UI/UX Design, Adobe Creative Suite, Figma, Replo

EXPERIENCE

02/2024 - Present

Remote

GROWTH & PERFORMANCE MARKETING CONSULTANT

Partnered with D2C brands (\$10M-25M revenue) to optimize growth strategies and customer lifecycle programs:

- Developed a creative strategy that surpassed revenue forecasts by \$3.3M for an industrial shop brand.
- Increased revenue attributed to email marketing from 24% to 40% through optimized lifecycle strategy for \$22M luxury wallet brand.
- Co-managed media buying strategy surpassing November 2024 contribution margin target by 54% (\$614K vs \$400K goal) for luxury wallet brand.

04/2024 - 09/2024

Bend, OR

HEAD OF MARKETING (CONTRACT)

Gitcha

- Increased user engagement by (300%) by leading growth and retention strategy for Gitcha's PropTech platform.
- Led the development and execution of multi-channel marketing campaigns across digital, social, and industry-specific platforms, driving a 410% increase in qualified real estate agent sign-ups within the first two quarters.
- Drove Gitcha's market adoption through strategic cold email campaigns and social advertising, increasing the number of real estate professionals using our off-market property platform.

08/2019 - 02/2024

Bend, OR

CHIEF MARKETING OFFICER

Bend Soap Company

- Enhanced brand visibility and performance through creative strategies, scaling revenue from \$1.2M to \$5.89M annually and driving total company revenue to \$19.4M.
- Built robust email marketing ecosystem growing from 87K to 323K+ subscribers, implementing advanced segmentation and automation flows that generated 35%+ of total revenue through email and SMS.
- Optimized performance marketing campaigns achieving 143% improvement in META ROAS and 41% in Google ROAS through dynamic creative testing.
- Scaled social proof and organic acquisition through strategic partnerships, and creative content, growing Instagram community by 50K+ followers while reducing content production costs.
- Developed high-performance affiliate program achieving 670% channel growth through strategic partner acquisition and automated onboarding systems.
- Built and led in-house growth team focused on creative optimization and data-driven campaign scaling, consistently exceeding ROI targets across channels.
- Fostered cross-functional collaboration between production, customer service, and founders to streamline operations, enhance product quality, and elevate customer satisfaction, keeping a cohesive, brand experience.

2015 - 2019

Remote

SENIOR UI DESIGNER

Sophos

- Built and led a new UI design team focused on improving B2B marketing campaigns, helping clients better showcase their products through clear, effective design.
- Created high-performing campaign pages that won industry recognition and drove multi-million dollar results by focusing on user experience and conversion optimization.
- Developed design strategies that streamlined the B2B buying process, improving lead quality and making it easier for customers to make purchasing decisions.

EXPERIENCE

2010 - 2019

Remote

- PARTNER

JD Fuller Corporation

- Led creative direction and marketing strategy for major NGOs including World Vision, ChildFund, and Food for the Hungry, developing fundraising campaigns that measurably increased donor engagement and support.
- Created and promoted content strategies for emerging artists on YouTube, growing audiences from zero to 800,000 subscribers and generating 280 million views.
- Managed creative projects for commercial clients including JT Surf, overseeing development from concept through delivery while maintaining strong client relationships.
- Scaled revenue from zero to over \$1 million in first year through strategic monetization of YouTube ad revenue and record label catalog sales.

REFERENCES

Dwight Johnson | Founder of Bend Soap Company

dwight@bendsoap.com
541.420.8046

Justin Dortignac | COO at Bend Soap Company

justin@bendsoap.com
626.833.4248

Joshua Stephens | Founder of Kings Loot

joshua.k.stephens@kingsloot.com
928.243.6576

Brendan Schwartz | Merchandiser at Kings Loot

brendan@kingsloot.com
715.965.1884

Brian Fosse | Founder of Lulabu

brian@lulabu.com
404.242.8500

Haley Neff | Marketing Coordinator at Bend Soap Company

513.659.5724

Jesse David Nemitz | Former CEO of Singing Success Inc.

jesse.nemitz@me.com
615.545.1420

Aaron Smith | Founder of MAG

aaron@marriageaftergod.com
951.893.8977