



John Charles Muir

Tech Startup Growth Guy

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executive summary

In A Nutshell

I am a growth generalist. I'm best suited for prototyping nascent growth avenues for a company. I do early manual testing of growth ideas; akin the chef of a test kitchen. My efforts help to distill what aspects of new growth ideas are working, and that in turn, greatly improves ROI on engineering resource allocation. The result is code that gets written for initiatives with demonstrable traction. In conjunction with defining the broader strokes and finer points of effective growth strategies, my work also drives informed product iteration.

work experience

Growth Investigator

OCT 2014 -
PRESENT

Lawn Love

San Diego, CA

- 4th employee at Y Combinator Summer 2014 batch company.
- Managed daily deal offers and built a system to truly measure cost to acquire customer, lifetime customer value, and ROI.
- Coordinated offline marketing efforts including the associated metrics tracking to ensure .
- Copywriting and structural design of customer drip email campaign.
- Designed and aggregated data for targeted direct mailing campaign.
- Developed a system of sourcing as-needed supply.

Partner

AUG 2011 -
PRESENT

SummerSalt Villa

Tortola, British Virgin Islands

- Identified opportunities to increase exposure in relevant property rental marketing channels.
- Lead price discovery along with a simplified rate structure to optimize revenue.
- Forged a relationship with a strategic partner that increased revenue and externalized business processes.
- Lead website redesign that allows for integrated content marketing and customer engagement.
- Manage day-to-day operations involving staff and customer service.
- Doubled YOY revenue over the first twelve months and sustained double digit growth in 2013

work experience

Futures & Options Broker

MAR 2011 -
AUG 2011

Expo Futures and Options

San Jose, California

- On-boarded new customers.
- Fielded inbound leads generated from website visitors.
- Cold called high net worth individuals for lead generation.
- Analyzed option premiums versus margin requirements to identify market opportunities based on firm's thesis.
- Performed customer service tasks including software walkthroughs, troubleshooting, & billing discrepancies.
- National Futures Association (NFA) Series 3 licensure.

B2B Account Executive

APR 2005 -
MAR 2011

Boston Carriage Limousines

Boston, Massachusetts

- Helped launch an account acquisition campaign.
- Expanded the partnership network that sold third-party service for clients traveling outside our service area.
- Represented the company at trade shows and networking events.

B2B Account Executive

JAN 2004 -
APR 2005

PC Mall

Torrance, California

- Identified sales opportunities and executed cold-call campaigns to acquire new accounts.
- Responsible for general product knowledge of a wide array of hardware, software, and electronics.
- Grew business extended relationships based on being available, dependable, and deft problem solving.

education

University of California, San Diego

SEP 2013 -
DEC 2014

B.A. in Tech Entrepreneurship Major - 3.84 GPA

La Jolla, California

- * Managerial Accounting
- * Engineering Psychology
- * Venture Mechanics (graduate level class)
- * Enterprise Finance
- * Engineering Leadership.
- * Systems Engineering (graduate level class)
- * Applied Innovation (graduate level class)
- * Innovation to Market
- * Business Project Management

San Francisco City College

JAN 2012 -
JUL 2013

Undeclared Major - 4.0 GPA

San Francisco, California

- * Basic Film Production
- * Advanced Composition
- * Europe Since 1900
- * Art of Diego Rivera
- * Construction Management
- * Construction Graphics
- * Biology
- * Western Civilization

education

University of Massachusetts, Boston

JUN 2000 -
MAY 2001

Undeclared Major - 3.4 GPA

Boston, Massachusetts

- * Financial Accounting
- * Calculus I
- * Algebra
- * Intermediate Spanish I & II
- * Microeconomics
- * Macroeconomics
- * Social Psychology
- * Spanish Conversation and Composition