

KHALID HAMADEH

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SUMMARY

Builder-operator growth leader with 11 years building end-to-end growth systems for DTC, consumer health, mobile app, and SaaS companies, from acquisition and activation through lifecycle, retention, and revenue expansion. Track record scaling subscription businesses through acquisition systems, structured experimentation, paid media (\$10M+ annual budgets across Meta, Google, TikTok, YouTube, Programmatic, Apple, CTV), and lifecycle marketing that reduces churn and compounds LTV. Led Athena Club's foundational growth marketing (\$15M Series A - health & wellness DTC, 400% revenue growth, 55% CAC reduction). At Enki, joined as employee #9 and built the growth engine that scaled to 2.5M users. Technical marketer who builds systems, not just strategies – solo-developed two SaaS platforms and ran 300+ growth experiments with measurable revenue impact.

WORK EXPERIENCE

EverCommerce (Invoice Simple + Joist)

Sep 2025 - Present

Sr. Growth Marketing Lead

Toronto, Canada

- Own and allocate ~\$10M annual growth marketing budget across iOS, Android, and web acquisition channels (Paid Social, Search, Apple Search Ads, DSP/SDK networks, ASO), driving channel mix strategy and performance calibration to maximize ROAS, LTV, and profitable user growth at scale.
- Overhauled attribution and measurement infrastructure end-to-end, implementing incrementality testing frameworks and multi-touch attribution to give the business its first clear picture of true channel-level performance and ROI.
- Built and own the experimentation roadmap: structured creative testing, audience segmentation experiments, CRO on landing pages and onboarding flows, and cross-channel budget reallocation based on rigorous performance data.

K.H. Growth Consulting

Jan 2024 – Sep 2025

Founder and Fractional CMO

Toronto, Canada

- Led growth strategy for Athena Club (women's health & wellness DTC) leading to their \$15M Series A raised from Ulta Beauty. Scaled DTC subscription revenue 400% while reducing CAC by 55% through lifecycle marketing optimization, paid acquisition across Meta and Google, conversion funnel redesign, and retention systems that improved subscriber LTV.
- Served as fractional CMO or Growth Consultant for 15+ early-stage startups (SaaS, DTC, FinTech, consumer health), building end-to-end growth systems: paid acquisition, lifecycle email/SMS, onboarding sequences, win-back and re-engagement campaigns, pricing strategy, influencer and affiliate partnerships, podcast-driven acquisition, and revenue operations. 80% of clients raised funding within 12 months, including Morning Brew (contributed to \$75M exit). Average client result: 3-5x revenue growth.
- Built Ad Optimum, a rapid experimentation and ads measurement platform: ran 300+ structured experiments for 20+ brands including the Toronto Raptors, delivering 28% average incremental ROAS lift through automated A/B testing frameworks.
- Solo-developed and launched [GrantCompass](#) and [TalentTuner](#) – bootstrapped profitable SaaS tools, with 100% autonomous acquisition & lifecycle marketing systems.

Enki

Feb 2023 – Jan 2024

Head of Marketing

Toronto, Canada / Remote

- Joined as employee #9 and built the growth engine from scratch for this technical skills platform, scaling to 2.5M users with 150% paid subscriber growth in 8 months. Achieved 8.5x ROAS and LTV:CAC of 4:1 through a full-funnel system spanning paid acquisition (Meta, Apple Search Ads, ASO, LinkedIn), product-led growth loops, lifecycle email sequences, onboarding flow optimization, and retention campaigns that reduced early churn.
- Drove 250% increase in B2B enterprise client acquisition and 300%+ growth in qualified leads by building a multi-channel ABM system (LinkedIn Conversation Ads, automated email nurture sequences, intent data targeting, and CEO-led touchpoint campaigns).

- Built and led a high-performing marketing team of 8, establishing all growth processes, experimentation cadence, OKRs, and data infrastructure. Co-led fundraising efforts securing \$2M seed round at 3x higher valuation than target.

FB Marketing School

Aug 2019 – Feb 2023

Toronto, Canada / Remote

Founder and Head of Growth

- Founded and bootstrapped a subscription-based education platform to \$1.5M ARR with zero external funding, serving 5,000+ paying subscribers across 110+ countries. Built the full growth stack: paid acquisition, content marketing, referral programs, and community-driven organic loops that kept CAC near zero.
- Designed and optimized the entire subscriber lifecycle end-to-end: onboarding sequences, engagement campaigns, upsell flows, win-back and re-engagement campaigns, pricing optimization, and personalized retention strategies triggered by user behavior and segmentation. Improved customer LTV by 30%, reduced churn, and achieved 85% course completion rate (4.8/5 satisfaction, 90% of users reported measurable ROI within 120 days).

Facebook (Meta)

Oct 2016 – Aug 2019

Menlo Park, CA, USA

Global Solutions Partner / Client Solutions Manager

- Managed global partnerships with Netflix, eBay, Amazon, Uber, and Wish as Global Solutions Partner, overseeing \$50M+ in annual ad spend. Exceeded quota for 4 consecutive quarters (129% avg attainment), contributing to \$377M (+60% YOY) revenue growth across global client portfolio.
- Served as marketing solutions lead for major DTC and brand accounts (Coca-Cola, P&G, J&J, Nestle, Capital One) as Client Solutions Manager, driving measurable ROI outcomes through creative strategy, advanced measurement (attribution modeling, lift studies, MMM), and media planning. Averaged 120% quota attainment.
- Developed a new ROI-based attribution and performance measurement framework that was adopted by 20+ teams across the sales organization, becoming the standard for strategic client decision-making.

Earlier Career

May 2014 – Oct 2016

- Digital Media Performance Manager, Rogers Communications -- Led digital acquisition for Rogers Wireless & Sportsnet across Facebook, Google, Snapchat, and Programmatic; achieved 90% increase in customer acquisition rates.
- Digital Media Buyer, Carat (Dentsu Aegis) -- Lead social buyer on the Procter & Gamble portfolio, managing ~\$1.3M/month in social media spend across Facebook and Twitter.

EDUCATION

Queen's University, Smith School of Business

2010 - 2014

Kingston, Canada

Bachelor of Commerce degree

- Major in Marketing & Finance. Achieved a GPA of 3.9 ; Recipient of the Ian & Carol Friendly Scholarship (leadership + academic standing) + Dean's List Academic Scholarship (academic standing).
- Completed academic exchange abroad at ESADE University in Barcelona, Spain (Business/Commerce).

SKILLS & CORE COMPETENCIES

- Growth Marketing • Performance Marketing • DTC Growth Strategy • Customer Acquisition • Retention & Churn Reduction
- Go-to-Market (GTM) Strategy • Product Marketing • Revenue Operations • Demand Generation • Lead Generation • Remarketing
- B2B Marketing • B2C + DTC Marketing • SaaS Marketing • Consumer Health • Subscription Marketing • Lifecycle Marketing
- Email Marketing • SMS Marketing • Onboarding Optimization • Customer Journey Mapping • Personalization • Unit Economics
- Facebook/Meta Ads • Google Ads • TikTok Ads • YouTube Ads • Apple Search Ads • LinkedIn Ads • Programmatic • SEO/SEM
- Influencer Marketing • Affiliate Marketing • Creator Partnerships • Community-Led Growth • Referral Programs
- Conversion Rate Optimization (CRO) • A/B Testing • Experimentation • Landing Page Optimization • Funnel Analysis
- Marketing Attribution • Multi-Touch Attribution • Incrementality Testing • Marketing Mix Modeling (MMM) • Cohort Analysis
- Team Leadership & Development • Cross-Functional Collaboration • P&L Management • Budget Management (\$10M+)
- Google Analytics (GA4) • Marketing Automation • Martech Stack Building • Data Analysis • SQL • AI/ML • OKR/KPI Setting