

# Christopher Root

## Senior Growth Marketing Manager

christopherjroot.com

### CONTACT

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### SKILLS

Growth & Demand Gen  
Paid Social / Search  
Programmatic & Display  
Affiliate Marketing  
Go-to-Market Strategy  
Marketing & Creative Strategy  
Marketing Analytics  
Attribution & Reporting  
Forecasting & Budgeting  
SEO / SEM  
Email & Lifecycle Marketing  
Audience Segmentation  
AI Tools & Automation  
Data Pipelines  
Team Leadership  
Cross-functional Collaboration

### EDUCATION

**Colorado Christian University**  
B.S. Marketing  
B.S. Business Administration  
B.S. Psychology  
2013 – 2018

### SUMMARY

Data-driven growth leader with 10+ years scaling paid and unpaid media for SaaS and B2C businesses. Owns multi-million-dollar media budgets and builds cross-functional growth engines spanning paid media, creative, martech, and analytics. Drove **4x+** paid enrollment growth while improving eLTV and CAC, and has built and mentored multiple high-performing teams.

### HIGHLIGHTS

- Scaled marketing investment from **\$6M to \$25M+** and grew enrollments **4x+** through full-funnel optimization and segmentation, while lifting average eLTV per enrollment **112%**.
- Improved CTRs from **0.8% to 2.4%** via creative testing and structured experimentation frameworks at scale.
- Built AI agents that design creative, automate reporting, validate testimonials, draft copy, and surface performance recommendations — saving the team **50+ hours/week**.
- Improved lead quality and reduced low-quality lead rates **40% YoY** through enhanced data pipelines.

### PROFESSIONAL EXPERIENCE

#### Senior Growth Marketing Manager Housecall Pro

Oct 2022 – Present

*Leading full-funnel paid growth for a high-growth B2B SaaS platform*

- Owned and scaled a **\$25M+** annual media budget, leading full-funnel paid acquisition across Meta, Google, TikTok, LinkedIn, Reddit, programmatic, and affiliate — turning paid media into a predictable, revenue-driving system optimized for **CAC, LTV, CPL, and CPC**.
- Exceeded the annual enrollment goal by **~5%** in 2025 while coming in **1% under spend budget**.
- Led go-to-market strategy and launches across new channels, products, and offers — aligning creative, media, and measurement to hit acquisition targets.
- Lifted conversion rate **18% YoY** through a landing-page CRO program, segmentation, and continuous offer testing.
- Built and scaled an affiliate program from **0 to 250+ partners** as a new acquisition channel.
- Grew and mentored a growth team of **5+** across paid media, creative, and integrated marketing; delivered executive dashboards and monthly business reviews aligning Marketing with Product, Sales, Analytics, and Finance.

#### Senior Marketing Lead DISH Network (EchoStar Corporation)

Jul 2021 – Oct 2022

*Cross-channel acquisition and martech for a multi-brand portfolio*

- Owned cross-channel acquisition strategy and budget planning for a multi-brand portfolio across search, social, display, programmatic, mobile, and video.
- Led go-to-market strategy and launches for multiple internal brands, aligning channel, audience, and measurement plans to each brand's business goals.
- Architected media tagging, data streams, and reporting architecture to improve targeting, attribution, and campaign decision-making.
- Reallocated spend and established pacing controls and monthly forecasts to improve campaign scalability and efficiency across business units.
- Instituted test-and-learn agendas and standardized processes that improved campaign launch velocity and performance consistency.

**Builder Funnel**

*Agency growth strategy for B2B clients*

- Built a Facebook coaching-webinar strategy that scaled client revenue from **\$1.2M to \$2.6M** on **\$120K** of ad spend.
- Developed a high-ticket offering that **doubled** gross revenue on sign-up and increased retention **40%**.
- Streamlined client onboarding from **3 months to 6 weeks**; led client communications and project delivery.
- Implemented CRM segmentation and automated nurture journeys to generate demand and reviews.
- Owned SEO strategy and delivered cross-channel performance analysis for stakeholders.

Growth Marketing Specialist I & II

Jun 2018 – Jun 2020

**Integrity Marketing Solutions**

*Digital marketing and account leadership for agency clients*

- Led a digital marketing team executing paid and organic acquisition across a full book of agency clients; owned client performance strategy and reporting.
- Drove **3x** lead volume for three clients within 12 months and **nearly doubled revenue** through acquisition and funnel optimization.
- Implemented audience segmentation and targeted lifecycle messaging that improved CVR **22%**.
- Standardized agency workflows and project management, increasing accounts managed per person from **4 to 8**.
- Built CRM segmentation and automated email journeys that generated new business and online reviews.
- Developed and managed SEO strategy across all clients, organizing tasks for on-time delivery.

# References

A selection of 40+ recommendations on LinkedIn

## Matt Austin

*Direct Manager · Housecall Pro*

"Chris tackles his work with a level of enthusiasm that is contagious... constructing performance strategy around the customer journey to deliver the best results. Any company would be fortunate to have an individual of his caliber."

## Simon Vishnevsky

*VP of Growth (Executive) · Housecall Pro*

"One of the strongest growth operators I've worked with... managed multi-million-dollar budgets, became a subject-matter expert in paid social, and played a key role in unlocking new levels of scale. I'd gladly partner with him again."

## Jennifer Bergner

*Chief Marketing Officer · Housecall Pro*

"A key player on the Performance Marketing team... strong ability to leverage data-driven insights to create multi-touch strategies that moved prospects through the funnel."

## J.C. Navarro

*Creative & Video Director · Housecall Pro*

"One of the most joyful and capable professionals I've collaborated with... able to interpret complex data and translate it into actionable strategies. His contributions were especially impactful on highly effective SaaS ad campaigns."

## Josh Downey

*GTM Engineering · Housecall Pro*

"His ability to leverage data to identify opportunities within the funnel, combined with creative recommendations, has been a key driver of HCP's marketing success."

## Maria Angela Jasmine Amoranto

*Sr. Lead Visual Designer · Housecall Pro*

"His exceptional strategic mindset was instrumental in developing and implementing impactful paid campaigns. He provides clear feedback and lets the creative team experiment — a patient, highly detail-oriented member of the team."

## Mason Meeker

*Direct Report · Housecall Pro*

"An absolute pleasure to work with... incredible work ethic, great communication, works across multiple teams to deliver projects that drive great results."

## Alexis Freeman

*Sr. Paid Social Manager · DISH Network*

"A highly valuable and talented manager... excels at prioritizing initiatives, finding gaps in strategy, and aligning operations with goals. Cannot recommend him enough."

## Mathew Laird

*Project Manager · DISH Network*

"Highly motivated and results-driven... took on roles two levels above him and succeeded; impressive when sharing results to executives."

## Ankita Parmar

*Product Manager · DISH Network*

"I've seen him juggle many hats — from analytics to reporting to product management. He uses analytics to uncover insights and present them to leadership, with huge impact on the business. Any team would be lucky to have Chris."

## Andrew Chan

*Performance Marketing · DISH Network*

"Chris is a swiss army knife when it comes to marketing. From analytics, reporting, pixel implementation, and budgeting, I can always count on him to jump in and deliver. He would be an asset to any team!"

## Mark Good

*Technical Account Manager · DISH Network*

"Chris straddles multiple lines of business and tactics to ensure projects and reporting stay on track while exceeding internal client expectations. Inquisitive and eager to improve our processes."

## Chad Molen

*Mentor*

"Chris is of exceptional character. When he says he will get something done, you can count on it. If I needed expertise in web development, marketing, and sales automation, he would be my first call."

## Malachi Price

*Marketing Manager*

"A highly motivated and effective marketer who is always open to new challenges — a goal-focused problem solver, never afraid to explore out-of-the-box thinking."

ALL 40+ PUBLIC RECOMMENDATIONS ARE ON LINKEDIN