

JOE ANHALT

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Joe Anhalt is a full-stack marketer with 13+ years of experience across consumer brands. He can simultaneously be a storyteller and a bean counter and has the DNA of a scrappy entrepreneur.

Experience

Anhalt Advertising (A brand and marketing consulting firm)

Executive Consultant

December 2023 - Present

- Act as fractional CMO to three consumer brands (Hyou Fine Jewelry, Palermo House, Weston Jon Bouch er)
- Responsible for brand and performance marketing, leading digital product, paid media, and creative teams
- Collaborate with finance teams to optimize P&L, focusing on contribution after marketing margin and brand profitability. Report directly to CEOs.

Koio (Luxury Footwear Brand)

Vice President, Marketing

September 2021 - December 2023

- Hire and manage the marketing team (3) and digital product team (2)—report directly to the Co-CEO
- Responsible for revenue attributed to DTC (90% of the total business) coming from our website and two retail stores. Achieved 10X revenue growth and a 65% CAGR over the past 5 years
- Sourced and hired an outsourced website development team, saving 66% on costs
- Led a complete website redesign in H1 of 2022—improved site conversion by 30%
- Worked with Co-Founders to build and launch two new brands and product lines, 1) Koio Regenerative (regenerative leather line) and 2) Pale Blue Dot by Koio (accessible price-point vegan leather line)
- Worked with Co-Founder to source and execute product collaborations with Joe Jonas, Norm Architects, and Le Sirenuse. All leading to PR hits across Vogue, GQ, Men's Health, and dozens of others
- Responsible for reporting and presenting company-wide business KPIs weekly to the entire team and quarterly to investors and board members
- Managed \$10M+ in media spend across Meta, Google, YouTube, OOH, Creators, TikTok, Affiliate, and PR
- Nominated for 2023 Ad Age 40 under 40 by marketing-tech partner, Wunderkind

Senior Director, Marketing

March 2021 - September 2021

- Navigated Covid-19 complexities and achieved 40%YoY growth in e-com sales (2019 - 2020)
- Sourced and onboarded Email and SMS acquisition tool resulting in an 8X ROAS
- Delivered monthly reports on core business KPIs (revenues and net sales, CPA, ROAS, LTV, cohort analysis, web analytics, etc.) to Co-CEOs and board members
- Closely collaborate with the creative team to execute full-funnel integrated marketing campaigns
- Improved marketing ROAS by 28% and decreased CPA by 10% YoY through creative testing, spend optimizations, and audience targeting

Director, Marketing

April 2018 - March 2021

- First marketing hire, led the team to achieve a 135% YoY DTC growth from 2018 to 2019
- Managed \$2M+ in annual ad-spend across Meta, Google, YouTube, and creators
- Worked with freelancers and 3rd party SEO agency to improve organic traffic by 150%+ YoY
- Defined messaging, positioning, and creative vision for all integrated marketing campaigns
- Grew email list by 50% and email revenue by 120% YoY by improving the email signup user experience and building and optimizing additional triggered email flows

Relevant Technical and Creative Skills

Klaviyo, MailChimp, Excel (vlookups, pivot tables), web and graphic design, Meta Ad Manager, Google Ad Manager, Sketch, Shopify, Keynote, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Figma, Asana

Education

DePaul University - Chicago, Illinois
B.A., Marketing