

## JOE ANHALT

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Joe Anhalt is a seasoned brand marketing leader with a mature sense of taste and style, well complemented by analytical expertise. He has led numerous brand collaborations, creative campaigns, and social strategies within the world of luxury fashion.

### Experience

#### Anhalt Advertising (A Holistic Growth Agency for Consumer Brands)

Owner and Fractional Head of Growth/Fractional CMO

December 2023 - Present

- Manage cross-functional teams and agencies to implement omni-channel marketing strategies
- Direct end-to-end brand strategy development, streamlining channel messaging, and leveraging consumer trends to drive loyalty and differentiation
- Manage and optimize marketing budgets and marketing P&L with a focus on brand profitability
- Select clients: Weston Jon Bouch er, Palermo House, Velotric. Report directly to CEOs

#### Koio (Luxury Footwear Brand)

Vice President, Marketing and Growth

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

#### Interior Define (Made-to-order Furniture)

Senior Manager, Marketing

September 2016 - December 2017

- Collaborated with a digital product designer to build and optimize the first CRO process
- Collaborated with an external design agency on company-wide re-brand
- Launched 3+ collaborations, the biggest with Apartment Therapy's Maxwell Ryan. Leading to millions of impressions and revenue

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### **Experience Continued**

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Manager, Marketing

September 2015 - September 2016

- First marketing hire, reported directly to the Founder/CEO
- Responsible for strategy and execution across email, paid search, and paid social
- Collaborated with creative teams on print, OOH, and digital product initiatives
- Sourced and managed key collaboration with creator/influencer *Chris Love Julia* that led to a 5+ year partnership and \$5M+ in revenue

### **SpotHero (Parking Reservation Marketplace)**

Manager, Marketing

September 2013 - September 2015

- Collaborated with head-of-marketing on city expansions to Washington DC, New York City, and San Francisco
- Built and managed 12 micro-sites, responsible for millions of organic sessions to SpotHero.com and \$10M+ worth of parking reservations

Copywriter

September 2012 - September 2013

- 4th full-time team hire, 2nd marketing team hire
- Responsible for onsite SEO optimization, writing meta titles, descriptions, blog content, and page content
- Shot and edited an April Fools Day parking stunt. We placed fake parking tickets on people's cars and filmed their reactions. It was mixed :)

### **Relevant Technical, Financial, and Creative Skills**

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Excel (vlookups, pivot tables), forecasting, financial models, marketing models, web and graphic design, Klaviyo, Meta Ad Manager, Google Ad Manager, Shopify, TripleWhale, WordPress, Adobe Photoshop, Adobe Premiere, Figma, Canva, Copywriting, Digital Photography/Videography, Google Workspace, Team and Individual Leadership

### **Education**

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DePaul University - Chicago, Illinois

B.A., Marketing