

Florian Mettetal – Growth Hacker

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Experience

Arvix Web Hosting, LLC.

virtual office

A top 10 shared hosting company, Arvix increased to 157th Fastest Growing Company in the U.S. from 209th (Inc500) while I was the Head of Marketing. <http://www.inc.com/inc5000/profile/arvix>

Head of Marketing

March 2011 to February 2012

- 2011 Revenue: **\$5.4M, at least 70% attributed to Marketing**
- **\$1.3M advertising spend** on Direct Placement, Affiliate, CPC, and SEM (Google AdWords)
- Managed 500+ Landing Pages, Google Analytics Admin, Arvix is ranked #1 for “ASP .NET Web Hosting”
- Grew new affiliate revenue by 30% through lead qualification and opportunity closing
- Grew monthly affiliate revenue by 110% within 6 months through farming existing accounts
- Write & Publish PR, website, and advertising copy and banner images
- Manager for blog.arvix.com, hired bloggers, **grew monthly traffic by 1.5x faster** than site average over 9-months
- Developed business partnerships with Drupal, Concrete5, CMS Made Simple, and many other open source projects
- Responsible for maintaining and growing 30+ existing partnerships

Immortal Events, LLC.

San Luis Obispo, CA

A local music event promotion and group travel agency for the San Francisco Bay and San Luis Obispo areas.

Sole Proprietor

March 2009 to January 2010

- Bootstrapped. Generated \$50K of revenue over 6 events, always profitable
- Created **Facebook marketing campaigns** which directly resulted in 70% of total revenue
- Transported over 500 people round-trip from SF and SLO to LA for special events
- Implemented marketing campaigns for CPEDM events, growing attendance from 300 to 1000 people over 2 events

Sigma Pi Fraternity, International – Eta Delta Chapter

San Luis Obispo, CA

A local chapter of an international college social fraternity.

Chapter Founder, Vice President

March 2006 to January 2009

- Grew yearly budget from \$20,000 at founding to \$100,000/year through recruitment and alumni donation campaigns
- Managed up-to 10 committees at a time leading the colony through national inspection to become a chapter
- Guerilla Marketing -> **Grew membership by 300%** within 10 weeks, fastest of all chapters in North America in 2008

Web Developer

San Luis Obispo, CA

Linux Apache MySQL PHP (LAMP) Stack Developer.

Contractor

2003 to 2007

- 2011, FacebookHire.me* Fully functional timeline view resume (jQuery, CSS, JavaScript, PHP)
- 2008, CPSigmaPi.com* Internal & External site for sharing chapter news, rush info, and pictures (JavaScript, PHP, MySQL)
- 2005-07, Developed travelogue webapp that allows travelers to blog, share pictures while traveling, review places and review events anywhere in the world (recursive tree) (PHP, MySQL, JavaScript, CSS, AJAX)
- 2006, Developed CMS & E-Commerce platform for a B2C Coffee Supply merchant (PHP, MySQL, JavaScript, CSS)
- 2005, Munder Capital (internship), Front-end web development in multi-stage environment (ASP, TCL)
- 2003-04, Ideal Solutions, LLC. Developed a number of simple websites for local businesses with a CMS (LAMP)

*non-professional

Education

- B.A. Psychology, Arizona State University, Phoenix AZ – **GPA 3.59**, 2011
- French, Alliance Française, Paris FR, 2011
- California Polytechnic University, San Luis Obispo CA, 2005-2009 – Studied Physics.
 - Completed Minors in Astronomy and Business

Awards and Recognition

- SIFE Entrepreneurship Competition Finalist, Cal Poly, 2009, 2007
- Recruitment Award - Sigma Pi International Convocation, 2008