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Four cases. What I owned, what I decided, what happened, what I learned.

Merrithew (STOTT PILATES), 2022 to 2025

Cut CPA about 25% by tying a global creator program to acquisition cost.

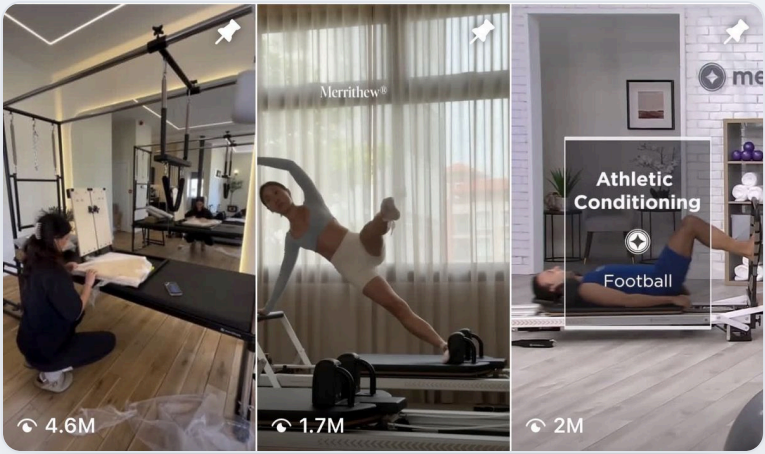
Creator work across North America, Europe and Asia was informal: no briefs, no rights, no tracking. I turned it into one program with paid amplification and measured it against cost per acquisition, with three direct reports and a six-figure paid social budget. Results are across my three years, November 2022 to October 2025.

~25%	~18%	~40%
lower CPA	higher conversion	higher engagement rate

• MERRITHEW · STOTT PILATES · 2022 TO 2025

Led social, creators and paid social across three regions.

A team of three and a six-figure paid budget, in North America, Europe and Asia.



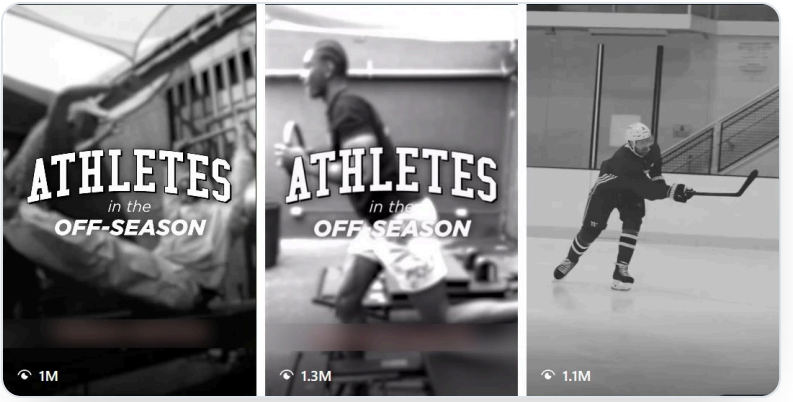
Creator and partnership reels from the program I ran, on @merrithew: 4.6M, 1.7M and 2M views.

A SERIES I CREATED: ATHLETES IN THE OFF-SEASON

Pilates was going mainstream. I wanted to reach people who train for any sport, at any level, so I went after athletes and the trainers and studios that serve them.

- I pitched the series inside the company and secured the budget.

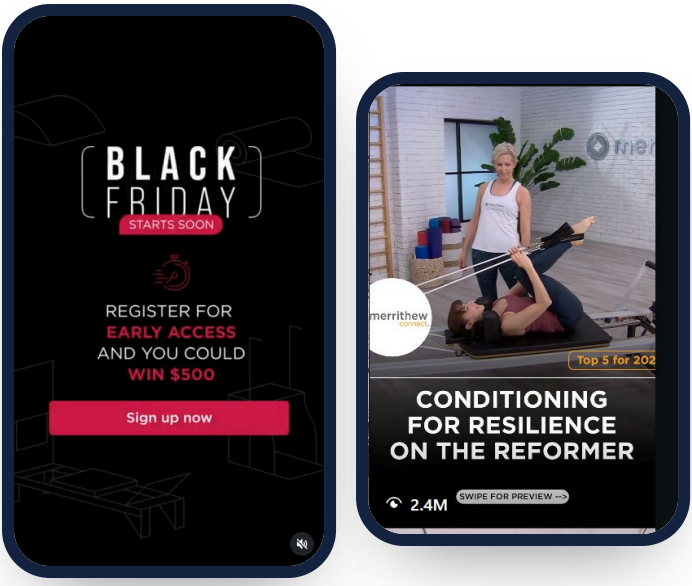
- I built the relationships with the trainers and the athletes, and worked with Sales to close each deal.
- We made about nine videos with NFL and NBA athletes. Several reached around a million views, and it became one of Merrithew's most popular series.



Athletes in the Off-Season, October 2024: 1M, 1.3M and 1.1M views as shown on Instagram. Athlete names hidden.

LAUNCHES: BLACK FRIDAY AND THE EDUCATION PLATFORM

- **Black Friday:** early access through social was my idea. People signed up before the sale for first access and a chance to win a $500 shopping spree, so demand was building before the doors opened.
- **Education platform:** we launched Merrithew Connect on social. One reel reached 2.4M views and made the platform's top five of 2024.



One of the Black Friday 2024 creatives, and a Merrithew Connect reel at 2.4M views.

OUTCOME

- CPA down about 25%, conversion up about 18% and engagement rate up about 40%, across my three years (Nov 2022 to Oct 2025), as the creator program and testing framework rolled out. Paid spend and launches ran over the same period, so these are team results I led, not mine alone.
- UGC program scaled to a 500K+ audience. Creator and partnership reels reached 4.6M, 2M and 1.7M views.
- Created Athletes in the Off-Season with NFL and NBA athletes; several videos reached around 1M

views. Also ran partnerships with Virgin Group's UK studios, MYO and other brands and creators.

- STOTT PILATES Academy and STOTT PILATES Studio launched as separate brands with their own guidelines.
- Built the social side of every major launch: a new education platform, education programs, equipment launches and sales events such as Black Friday.
- Managed three direct reports across social and community; one was promoted to project manager.

WHAT I LEARNED

> Teams adopt what they help design. The two-market pilot persuaded the other regions faster than any deck could, because they saw live results before anyone asked them to change.

HighlightHub, co-founder and Head of Marketing, 2012 to 2020

Co-founded a sports media app, built an 8-person marketing team and grew the brand past 1M followers across Instagram, Facebook and Twitter before a private sale.

I raised $250K, launched the iOS and Android apps, signed partnerships with MLSE, the NFL, NBA and NHL, and built the team and processes that scaled the brand. Sports Illustrated and Complex used our fans' clips, and two major sports media companies made offers before a private sale.

1M+

followers across IG, FB, Twitter

$250K

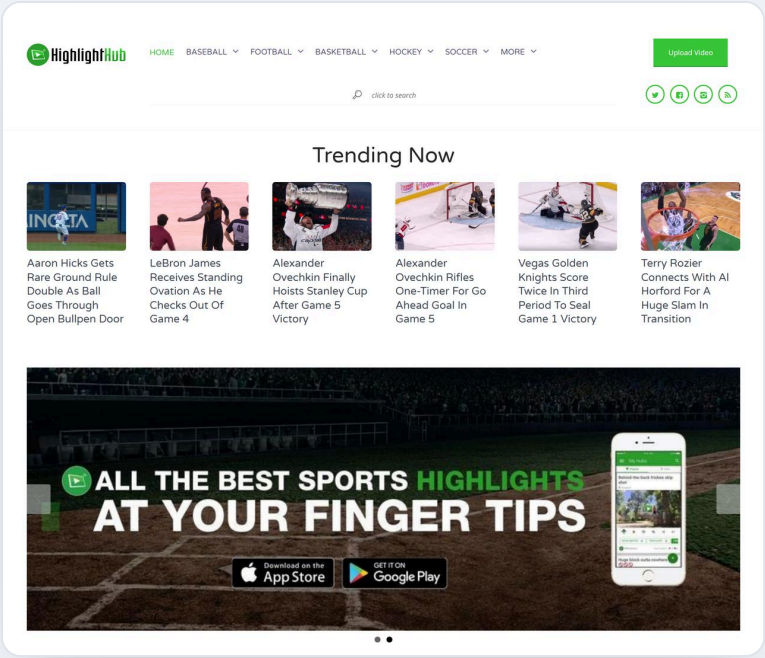
raised

8

person marketing team

• HIGHLIGHTHUB · CO-FOUNDER · 2012 TO 2020

Co-founded a sports app and ran its marketing for seven years.



highlighthub.com, October 2018: fan uploads on the web, and the app we launched on iOS and Android in April 2017. Wayback Machine ↗

OUTCOME

- $250K raised, with pitches in rooms including Gary Vaynerchuk and Roc Nation.

- Company grown to 15 people, with an 8-person marketing team.
- Audience grown from about 178K Instagram followers in the early days to 1M+ across several Instagram pages, Facebook and Twitter, with about 10M weekly impressions.
- 1,000,000 page views on highlighthub.com in 2016 with no marketing spend.
- Sports Illustrated and Complex used our fans' clips in their own coverage.
- Two major sports media companies made offers. We sold the company in a private sale.

THE PITCH AND THE APP



The investor deck I built with my co-founders and a designer, and the app at launch, April 2017: upload, upvote, and a score on every profile.

WHAT I LEARNED

> With no budget, borrow distribution. Athletes, leagues and fans uploading their own clips got us reach we could never have bought.

Dicentra · Digital Marketing Manager, 2020 to 2021

When trade shows stopped in 2020, I moved demand gen to webinars and lifted qualified leads about 50%.

Dicentra, a B2B consultancy, found its buyers at trade shows. When COVID closed events, I moved demand generation to webinars, built the cadence to 1 to 2 a month, and set up lead scoring in Salesforce with the Sales team so only qualified leads went to sales.

~50%
more qualified leads

~30%
lower CPA

1 to 2
webinars a month

1. **Trade shows stopped**
   In 2020, COVID closed the events where Dicentra met its buyers.
2. **Teach instead of pitch**
   Webinars for the same buyers, building to 1 to 2 a month, with promotion and nurture around each one.
3. **Score with Sales**

Lead scoring in Salesforce, set up with the Sales team so they trusted what reached them.

4 **Only qualified leads to Sales**

Sales spent its time on buyers who were ready to talk.

OUTCOME

- Qualified leads up about 50% and CPA down about 30%, over about a year and a half of the webinar program.
- Lead quality kept rising as the webinar funnel matured.

WHAT I LEARNED

> Lead quality follows education. The more the funnel taught, the better the leads that reached Sales.

Pillar Studio Systems · Fractional Marketing Lead, Growth Systems (contract), Dec 2025 to now

Built a complete lead-to-revenue system in GoHighLevel: 18 workflows, 2 pipelines, a live lead calculator and one data model.

A company that sells revenue systems to boutique fitness studios retained me on contract to design its own. I built it for one Pilates studio first, then scaled it, over about 8 months including testing. I scoped the funnel, the CRM data model and the automation, and hired and directed 3 freelancers, including a CRM developer and a designer, against one quarterly plan, run in two-week sprints.

18
workflows live

51
custom fields

14
funnel pages

1. **People come in four ways**
   A 14-page funnel: the Revenue Leak Estimator, a free guide that leads to the $97 Playbook, the toolkit on its own, or booking an audit.

2. **Every contact gets a full record**

51 custom fields and 21 lifecycle tags track where each lead came from, what they did and what they agreed to hear about.

3

Each lead lands in the right pipeline

Owners ready to talk and cold traffic move differently, so each gets its own path.

SALES PATH, 7 STAGES

New › Audit booked › Audit done › Install call › Proposal › Won or lost

COLD PATH, 5 STAGES

New › Estimator done › Toolkit buyer › Hot lead, or lost

4

18 workflows keep it moving

Capture, nurture, checkout and sales handoff, plus checks that flag any lead gone quiet. A $97 purchase marks a hot lead and gets a person on the call.

WHAT I LEARNED

> Build for one real customer first. Designing around one Pilates studio made every stage concrete before the system had to scale.