

# Nik Papic

Technical and design-driven growth leader with twenty years of experience in developing & growing technology companies, attaining valuations of \$1BN+ and exits of \$100M+. Excelling in both hands-on and mentor roles—across all marketing channels and design functions—from organic growth to \$40M media buys & Super Bowl campaigns.

## **COVNT • New York, NY**

**Jan 2015–present**

### **Founder & CEO**

Founded digital consultancy providing full range of services in marketing, design, and web development for companies spanning Fortune 500s to tech startups of all stages. Working from four continents and nine countries over an 18-month period, developed new user acquisition campaigns for clients including CarMax, Pond5, and Skillshare.

Returning to NYC in August 2016, worked in-house at (now) SquareFoot, growing paid acquisition volume 400% within a 6-month period while reducing CAC by 50%. During that same period, developed and launched new brand, including domain name, identity, and marketing assets, positioning the company for mass-market branding & growth.

## **Squarespace, Inc. • New York, NY**

**Jan 2011–Nov 2014**

### **Senior Manager, Marketing; Brand & Acquisition Lead**

Founding member of the marketing team following \$38.5M Series A round. Implemented growth architecture and introduced bulk of marketing channels to the company, growing the paying subscriber base 20x, from 50K to 1M.

Developed and scaled direct-response and all brand marketing channels, including TV, video, streaming, search, display, out-of-home, and partnerships, generating LTV of \$20M in 2014. Led all DR acquisition before focusing on large-scale brand initiatives, facilitating an 18-month period of growth that saw the customer base grow 600%.

Managed \$40M budget across all digital channels, TV (\$20M), and out-of-home, negotiating two Super Bowl ad buys (and corresponding network match) and numerous brand campaigns, in addition to direct-response spend.

Reported to COO and worked in tandem with CEO and Chief Creative Officer to establish brand directive and all brand marketing efforts.

Pioneered numerous ad placements for (non-local) internet companies, including NYC brand trains, Spotify, taxi ads, and large-scale podcast sponsorships, attaining mass-market reach at below-target acquisition costs.

Designed and coded landing pages, customer communication and acquisition emails, attribution scheme; designed all display ad creative until the launch of Squarespace's first full-scale ad campaign leading to the 2014 Super Bowl.

**EducationDynamics • Seattle, WA**

Oct 2006–Oct 2010

Director, Internet Marketing

Conceived, designed, and developed higher education portal (and company’s flagship property), growing it into a top-500 worldwide visited website (Alexa, 2007–2010).

Attained top organic rankings (in Google and others) for the web’s most competitive terms—dominating search engine results for all education-related queries—achieving 300% YOY growth and annual revenue of \$20M+ (with >90% margin) from non-branded organic search.

Employee #15 and founding head of largest profit driver within the company. Acquired by Halyard Capital for \$160M with employee count at 200+.

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**Fashion Institute of Technology • New York, NY**

2012–present

Adjunct Faculty, School of Business and Technology (Internet Marketing DM435)

Developed curriculum and lecture materials for upper-division Internet Marketing course within the Direct Marketing major, introducing business students to all currently applicable online marketing channels, in addition to website development, design, and branding.

Profiled in the monthly publication W27 as the “Faculty Spotlight.” Received dean’s commendations each semester for exemplary work, peer reviews, and student reviews.

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**Gamers.net (Founder)**

*Gaming network that attracted 3M visitors/month. Acquired by Ziff-Davis.*

**CopperSix, dba iMortuary (Co-founder & COO)**

*Lead generation portal for death care industry. Acquired in 2009.*

**Loan & Credit (Founder)**

*Lead generation portal for financial services. Acquired in 2011 (shuttered).*

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**Arizona State University**

2006

B.S. Business Management; *cum laude*