

TONY AHN

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SUMMARY

Recognized experience in leading SaaS, mobile app, and digital platform marketing teams, coaching, mentoring, inspiring, and cheering team members onward as they build brand awareness and cultivate loyalty by:

- (1) **Sculpting the brand experience:** segmenting and personalizing to forge emotional connections, paying careful attention to user experience (UX)—especially new user onboarding—and the buyer journey;
- (2) **Crafting strategy:** developing go-to-market (GTM), omnichannel, and inbound marketing plans;
- (3) **Guiding digital marketing operations:** overseeing demand generation activities, including SEO, paid search, display ads, app store optimization, email marketing, social media, content marketing and analytics;
- (4) **Connecting via public relations:** overseeing publicity, media relations, blogger outreach, influencer marketing, community management, crisis communications, and reputation management;
- (5) **Marketing offline:** staging events, consumer & trade shows, on-ground activations/displays; and
- (6) **Commencing product marketing early:** driving product adoption and user retention through UX auditing, product positioning, message development, competitor analysis & monitoring, and customer journey mapping.

Leading the marketing function with an entrepreneurial mindset, he shines when he owns the P&L. Highly skilled at both standing up new departments and scaling growing ones quickly. Imbues teams with a sense of community. Spent 8 years running a digital marketing & PR agency catering to American multinationals, startups, and Asian corporations. When not working, can be found hiking the Pacific Crest Trail or volunteering with disaster relief organizations.

Additional Skills: Product/Market Fit Analysis • Product Marketing • Demand Gen • Marketing Automation • B2B2C User-centered Design • Crisis Communications • Influencer Marketing • Blogger Outreach • Podcast Advertising • Content Marketing • Brand Strategy & Positioning • Sales Enablement • Product Positioning & Pricing • Competitor Analysis & Monitoring • Telling Stories with Data • Teambuilding • Coaching & Mentoring • Servant Leadership • Empathy

Technical Skills: MS Office Suite (Word, Excel, PowerPoint, Outlook, Access, Publisher) • InDesign • Photoshop • Canva • WordPress • WebFlow • HTML • CSS • Google Forms • Google Analytics • Clicky • FullStory • HotJar • Kissmetrics • Segment • Chatbots • Intercom • ZenDesk • Google Ads • Facebook Ads • LinkedIn Ads • Twitter Ads • Adroll • Mailchimp • Radianc6 • Brand24 • HubSpot • Moz Pro • SEMRush • SpyFu • Google Search Console • Google Marketing Platform

PROFESSIONAL SUCCESS

Director of Product Marketing

Intry (Austin, TX but based remotely in Seattle)

2020 – 2021

Headed product marketing for a SaaS with a two-sided business model (consumer and enterprise products).

- Learned and interpreted customer needs to enhance customer acquisition and user retention. Generated competitive intelligence, shaped the UX, generated customer journey maps, buyer personas, positioning, pricing, and messaging.
- Championed the acquisition of product walkthrough software, which **improved user retention by 14%**, **cut refund requests in half**, and **reduced customer service contact by over 66%**.
- Formulated pricing and handled the branding strategy and positioning for Intry's B2B enterprise product [Antibias.tech](#) including the name, logo, colors, website design & layout (using WordPress), site images, and all site copy
- As a key storyteller, translated product capabilities into rich, compelling value propositions.
- Spearheaded our go-to-market readiness, working across Product, Engineering, Sales, Customer Success, and Marketing to help the entire company serve current and future customers in the best way.

Founder / Head of Marketing

Tony Ahn & Co. (Seattle)

2012 – 2020

Led a boutique digital PR & marketing agency serving a global client base with over 100 brands in a wide array of industries, leading a team of 12 plus managing a dozen suppliers.

Key accounts: BigDish, Regus, Chuze Fitness, Olay, Colgate, Jergens, KFC, Bodog, Home Credit

Industries: tech, hospitality, ecommerce, retail, FMCG, healthcare, travel, banking, logistics, retail, F & B

- Served as **Interim Chief Marketing Officer** for Skiddoo, an online travel agency aggressively expanding into new international markets. Under my leadership Skiddoo **increased average order value 56% in Q1**, and produced a Twitter video campaign using IP of travel bloggers via a cobranding deal that **amassed 500k video views, 4M impressions (a 12% view rate)** and was very profitable.
- **Drove 17% MoM growth** (over 6 mos.) for B2B2C app BigDish, by implementing ASO, a UX audit, a custom analytics model, and an omnichannel digital marketing campaign. **BigDish IPO'ed a year later.**
- Launched SmartKinta, a time-and-attendance SaaS solution for HR departments, planning / executing a marketing campaign that included lead generation, marketing automation, content marketing, SEO, paid search (SEM), and an analytics framework mapped to KPIs that could be understood by non-marketers.

Head of Digital Services

2011 – 2012

GeiserMaclang Marketing Communications (Manila)

Led marketing operations for the agency's digital marketing business unit, which provided UX design consulting, inbound marketing, CRM, email marketing, community management, PPC ads, paid search, SEO, social media monitoring, and other digital services for dozens of clients across many diverse industries.

- Launched Jamba Juice in the Philippines with a three-month activation to build awareness and excitement that included: radio, display ads, media relations, private tastings, and food blogger outreach - all leading up to an in-store promotion and evening concert on opening day that was picked up by national print, broadcast, and digital media outlets. The campaign **pushed Q1 sales over target by 64%**.
- Conducted a UX audit and developed a buyer journey map for a national restaurant chain's grossly underperforming online ordering system that correctly diagnosed several reasons for low orders, uncovering pain points that were later eliminated. **Online orders increased by 11x** the following quarter.

Principal

2010 – 2011

Sterling Rep Social Media & Reputation Management (Manila)

Founded, led and managed cross-functional business operations for the Philippines' first reputation management consultancy, acquired one year later by the largest integrated marketing communications agency in the country, GeiserMaclang Marketing Communications.

- Developed digital crisis management plans for clients across a diverse array of verticals that included a system for threat detection, assessment, internal communication protocols, personnel assignment and tasking, resource allocation and deployment, and messaging development and transmission.
- Deployed innovative reputation management tactics to proactively protect against potential future brand threats and crises or mitigate ongoing ones; provided social media monitoring reporting as a subscription.

Managing Director

2009 – 2010

Artefact, Inc. (Manila)

Ran a boutique market research firm that provided ethnographic marketing and design consulting.

- Pioneered a new business line placing anthropologists in consumer homestays to observe/record behavior and product interaction. It became the firm's most profitable line within six months of launch.
- Oversaw key accounts and drove all new business development efforts to achieve pipeline growth.

EDUCATION & CERTIFICATIONS

Master of Education – Counseling

Penn State University | 2000

Bachelor of Arts – Comparative Cultural Studies

Western Washington University | 1998

Certifications:

Product Marketer Core Certification

Product Marketing Alliance (*Pursuing*)

Tony possesses a natural curiosity that drives a passion for discovery, his innate optimism fuels a can-do attitude, and his tenacious spirit and hardworking nature drive him to success. During his time at Intry, he proved himself to be a bright and capable leader with great potential. His contributions to Intry's B2C and B2B platforms will continue to pay dividends long after he is gone.

Sincerely, Jennifer Sethre, Founder & CEO, Intry, LLC