

# FRED BECKER

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## Growth x Marketing Engineering | VP, Marketing & Innovation

Growth leader, 14 years scaling acquisition programs and teams. Currently VP Marketing at a CRE fintech: \$6M+ budget, 9.5:1 LTV:CAC, market share gains during industry contraction. Campaigns, creative, GTM - plus technical depth in AI, attribution, and marketing systems. I build what I can't find.

## WORK EXPERIENCE

### **EQUITYMULTIPLE**

#### **VP, Marketing & Innovation • New York, NY • Mar 2025 – Present**

- Architect acquisition strategy across \$6M+ annual budget generating \$3M+ EBITDA per \$1M deployed; built growth team across performance marketing, partnerships, and content
- Spearhead org-wide AI adoption, architecting a 12-agent LangGraph system that transforms unstructured PDFs and spreadsheets into structured Investment Committee memos via hybrid semantic-BM25 RAG - achieving 93% reduction in analyst prep time (8 hrs → 35 min) while scaling deal vetting capacity; built 7+ MCP servers for workflow automation
- Built and deployed conversion experiments directly (vibe-coded via VWO) - marketplace redesign w/ filtering, contextual content injection, streamlined deep-link auth flows, micro-surveys, tooltip guidance - drove cumulative CVR lift of 31% from activated user to first investment, lowered median time-to-invest by 22%
- Cont'd ownership of growth technology stack and architecture - selected and integrated 80%+ of current stack with bias to composable, API-first tools

#### **Director, Growth Marketing • New York, NY • Mar 2022 – Mar 2025**

- Scaled performance marketing budget 4x (\$1.4M to \$6M) while holding CAC below \$2,200 despite industry-wide contraction; achieved 9.5:1 LTV:CAC ratio
- Grew EquityMultiple's share of brand search from 8.7% to 17.5% (101% increase) while primary competitors declined 15-35%, establishing category leadership during CRE industry contraction
- Pioneered data enrichment targeting strategy yielding 2.5x higher signup-to-investor conversion (4.97% vs 1.94%); \$138K average investment per converted investor
- Designed self-reported attribution model revealing hidden channel value - Reddit, YouTube, and podcasts driving top-funnel discovery; in-house video accelerating investor conversion - informing reallocation across more diverse channel media mix
- Spearheaded in-house media team (company podcast, YouTube, TikTok); new channels became qualified pipeline sources contributing to 3-consecutive-quarter run of record-setting company performance
- Built interactive event calendar integrating webinar platform API - became top-3 attributed source for webinar registrants; attendees convert at 24.2% (vs 10.5% baseline), with 3+ attendee cohort reaching 44%

#### **Associate Director, Growth Marketing • New York, NY • Feb 2021 – Feb 2022**

- Led \$1.4M paid media budget achieving lowest CPA in 2 yrs by Q4 '21 via continuous channel experimentation and audience testing
- Launched org-wide AI Task Force that grew to be the largest cross-functional committee - precursor to current innovation mandate

### **HEXAGROUP**

#### **Director of Client Strategy / Senior Consultant / Consultant • Houston, TX & Brooklyn, NY • Jan 2018 – Feb 2021**

- Led strategy for agency's largest retainers (\$2M+ combined budgets); owned budget planning, campaign execution, and MarTech stack development across fintech, blockchain, and B2B clients
- Applied and received early GPT-2 research access (2019) to explore AI utility for agency in search ads and content marketing
- Led global cross-functional teams and migrated all client accounts to new automation/reporting platforms, reducing agency's average monthly reporting per client by nearly two-thirds

## EDUCATION

#### **UNIVERSITY OF HOUSTON, C.T. BAUER COLLEGE OF BUSINESS • HOUSTON, TX • AUG 2015 – DEC 2017**

#### **Masters of Business Administration (MBA) • Digital Marketing Management Track • VP, Marketing for Bauer Energy Club**

#### **THE UNIVERSITY OF TEXAS AT AUSTIN • AUSTIN, TX • JAN 2009 – MAY 2012**

#### **Bachelor of Arts (BA) • International Relations and Chinese • Science, Technology and Environment Track**