

Sean McCann

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EXPERIENCE

Growth Marketing Manager

DEC 2022 – PRESENT

Blue Ridge Consulting Group

Austin, TX

- Strategize lifecycle touchpoints to optimize mobile game Marvel Snap's user LTV through CRM platform Braze
- Create Marvel Snap's premium upsell strategy, copy, delivery showing \$500k+ revenue uplift versus control
- Iterate engagement campaigns based on A/B data to achieve 25% increase in Marvel Snap's early retention
- Build targeted email marketing campaigns for social platform Discord to uplift subscription trial rate by 8%
- Co-found subsidiary venture monetizing generative AI content on artificial intelligence business applications

Content Marketing Manager

NOV 2020 – SEP 2022

Super Evil Megacorp

San Mateo, CA

- Conceptualized go-to-market strategies for new mobile game, executing on marketing research and product KPIs
- Led landing page brand design and marketing copies cross-team ahead of Apple iPhone 13 keynote feature
- Drove new ad copies and creatives showing 32% CTR increase using Meta Ad Library and Singular analytical data
- Assisted business development team on positioning strategic partnerships with Apple, Samsung, TikTok, Snap
- Storyboarded and wrote press releases managing stakeholder collaboration, achieving reach of 127 million UMW

Business Associate

AUG 2021 – MAY 2022

The Brown and White

Bethlehem, PA

- Communicated with external businesses to acquire paid ads for Lehigh University's student newspaper
- Devised bundle deals to incentivize 33% more digital ad placements following a national print decline trend
- Increased year-over-year revenue by 85% with tailored outreach tactics and decreased operational costs by 25%

Owner

AUG 2016 – NOV 2020

Broken Myth

Philadelphia, PA

- Amassed 5 million pageviews and 1 million unique users on monetized WordPress blog covering mobile games
- Oversaw web and social content, promoting through optimized SEO/SEM and monitoring Google Analytics data
- Recruited and managed global team of 43 writers, editors, developers, and influencers in fast-paced environment

INTERNSHIP

Field Marketing Intern

MAY 2023 – AUG 2023

IBM

New York, NY

- Analyzed client event ROI through dashboards, Salesforce, NPS to propose actions driving 90% new contact rate
- Created responsible AI event marketing materials segmented by core focus areas for top account engagement
- Collaborated with executives on implementing external inclusion processes to secure untapped client markets

Marketing and Communications Intern

AUG 2022 – JAN 2023

Lehigh@NasdaqCenter

San Francisco, CA

- Synthesized Tableau data on 5-year impact to compile cross-functional stakeholder report for future investments
- Partnered with Silicon Valley tech startups to craft creative messaging stories on multichannel digital publishing
- Unlocked new email list channel to increase student entrepreneurship program applications from 39 to 130 YOY

EDUCATION

Lehigh University

MAY 2024

B.S., Marketing

GPA: 3.85

- Minors: Computer Science and Communications
- Extracurriculars: Lehigh Consulting Group, Chi Phi Fraternity Executive Board, Interfraternity Council Executive Board, Lambda Mu Sigma Honor Society, Marketing Club, Lehigh@NasdaqCenter, The Brown and White

Dean's List all semesters

SKILLS

Software: CRM (*Salesforce, HubSpot, Braze*), Analytics (*Tableau, SPSS, Google Analytics*), Project Management (*Jira, Confluence*), Programming (*R, HTML, CSS, Java*), Media Scheduling (*Hootsuite, Agorapulse*), Design (*Photoshop, Figma*)

Awards: IBM NPS Marketing Insight Award, Lehigh University Tradition of Excellence in Empowering Others

Certifications: Wharton Entrepreneurship Financing and Profitability, IBM Enterprise Design Thinking for AI