

Sammy Mei

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PROFESSIONAL EXPERIENCE

Pionex US | Remote

Senior Manager, Growth Marketing

April 2024 – July 2024

- Spearheaded team of 3, negotiating 250+ partnership contracts, driving 38% increase in acc signups & surpassing growth targets 3x
- Developed and scaled Affiliate/Influencer channels, boosting brand awareness 83% and securing #1 ranking across all SEM sites
- Strategically drove 39% QoQ in customer acquisition by collaborating with 50+ media partners, reducing acquisition costs by 70%

Binance.US | Remote

Senior Marketing Manager, Affiliate & Partnerships

June 2022 – August 2023

- Launched and optimized Affiliate Program, achieving 250% ROAS and driving \$150M+ trading volume (30% of team's KPIs)
- Elevated revenue by 85% and customer acquisition by 55% through 55+ full-funnel influencer campaigns, enhancing LTV
- Delivered a 37% QoQ increase in account registrations and a 13% conversion rate to first trades, contributing 500% rev growth
- Cultivated 450+ partnerships across Media, Content, Influencer, SEM, Cashback, & Loyalty, driving \$783 ARPU in crypto space

Deviant Cats | Los Angeles, CA

Co-Founder

November 2021 – February 2023

- Orchestrated partnerships with 57+ high-profile influencers to successfully launch disruptive NFT project on Ethereum blockchain
- Conducted comprehensive market analysis, evaluating 3,000+ attributes and NFT utilities to become high-ranking on innovation
- Led the integration of 10,000+ NFT minting into the blockchain and establishing Discord community for future Metaverse access

Acceleration Partners | Remote

Global Account Manager, Affiliate Marketing

September 2021 – February 2022

- Managed 2 global teams across NAM, EMEA, & APAC, overseeing a \$78M budget and driving 47%+ revenue growth YoY
- Mentored 4 associates, optimizing 100+ campaigns and securing 25+ editorial features, significantly boosting global KPI targets
- Strategically crafted 15+ incremental driving partnership campaigns, boosting client confidence and expanding contract by 2x
- Spearheaded top 10 client partner's relations, resulting in over 73% growth across key metrics & skyrocketing organic SEM

Western Digital | Irvine, CA

E-Commerce & Affiliate Marketing Manager

August 2019 – August 2021

- Achieved 130% YoY revenue growth by leading cross-functional teams and forming 50+ strategic partnerships in the APAC region
- Managed \$35M budget, driving 150% YoY growth and generating \$43M revenue through global brand placements & sponsorships
- Led 25+ major sponsorship events, generating over \$5.5M quarterly in collaboration with industry-leading stakeholders
- Built 3 Google Ads & Microsoft Ads accounts (\$80M budget) bringing in over 5-8X ROAS QoQ from SEM campaigns

AURA | Orange County, CA

Founder

August 2017 – September 2019

- Directly led team of 7 employees across digital marketing (SEM, Social Media, Affiliate, Sponsorships) to drive over 100% growth
- Capitalized on Reddit, Instagram, Facebook, Google Ads, generating sales of up to \$20k+/month on products sold exclusively
- Utilized Instagram promoters with minimum of 10,000 followers up to 150,000 followers for brand recognition and status
- Boosted sales by 78% QoQ by optimizing 500k+ follower influencer campaigns and partnerships over the span of 2.5 years

EDUCATION

University of California, Irvine

B.A. in Business Administration

Emphasis in Marketing, Accounting, Finance, Health Care Mgmt, Organization & Management

QUALIFYING SKILLS

Computer Fluency: Impact Radius, Commission Junction, ShareASale, SEO, SEM, Figma, Asana, Digital Marketing, Oracle, Salesforce, AI, Adobe Analytics, Amazon SEM, Tableau, Partnerships, Sponsorships, Brand Marketing, Influencer Marketing

Miscellaneous: Cryptocurrency, Web3, Social Media Optimization (YT, IG, FB, Twitter, TikTok), Credit Cards, Fintech

Languages: English, Chinese (Mandarin)