Jack Morello

Growth & Performance Marketing Lead · Paid, SEO & AI Search, Lifecycle

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Growth and performance marketer, 8+ years across agency, startup and DTC. Ran $1M+ in paid media for Starbucks, Toyota and STARZPLAY, and scaled a multi-brand DTC client from under $10K to $1.2M+ in monthly sales at a peak 6× ROAS, personally running every account across Meta, TikTok and Google, including $1M+ in cumulative Meta spend. Manages spend on verified revenue and true CAC, builds creative testing at volume, and makes brands visible in Google and AI search.

EXPERIENCE

Ballast Research · Head of Growth & GTM — May 2026 – Present

- Founded Ballast, a growth and paid media firm for consumer, DTC and sports brands; lead paid, search, creative and measurement hands-on.

Client: **Multi-brand DTC health & wellness** · Head of Performance Marketing — Jun 2026 – Present

- Ran all paid media across Meta, TikTok and Google: under $10K to $1.2M+ in monthly sales on up to $100K a month, at a peak 6× ROAS.
- Ran a second brand at $250K a month in sales and built a third from zero.
- Split spend into influencer-audience and list-excluded prospecting campaigns to hold new-customer CAC to $50 on a $220 AOV.
- Tested 500–1,000 ads a month; judged every ad at day 7 on hold rate, watch time and sales, and scaled the winners.
- Built order dashboards tracking every checkout to ad and ad set; reconciled platform claims and spend weekly against orders and invoices.
- Made the site readable to Google and AI crawlers (pre-rendering, product schema, full sitemap, llms.txt) for SEO and AEO/GEO.
- Built audience-specific landing pages for each top-of-funnel segment; launched TikTok LIVE selling at $5K a day.
- Built email lifecycle, loyalty and post-purchase flows; about two-thirds of revenue came from repeat buyers.

Incubella · GTM — Jun 2024 – Apr 2026

- Built AI workflows for research and reporting, and Adsim, a planner that forecasts spend, reach and CPA by channel.

Client: **Devolved AI** · Embedded Marketing Lead — Sep 2024 – Jun 2025

- Built a LinkedIn and content pipeline that booked 150+ demos for sales at a $22 cost per lead; rebuilt onboarding, cutting drop-off 35%.

NEAR · Marketing Manager, NEAR Tasks — Apr 2022 – Jun 2024

- Built paid-channel and landing-page A/B testing that cut CAC 60% and lifted landing-page conversion 140%.
- Grew an AI training-data marketplace to 50K+ MAU; led 4 launches, each reaching 15% adoption in its first quarter.

Dtravel · Head of Digital Growth — Apr 2021 – Apr 2022

- Grew a two-sided marketplace from 0 to 12,000 users and 2,000+ listings, with paid awareness at 1.5%+ CTR; $8M Series A.

iHeartMedia / Unified · Paid Media Manager — Jan 2020 – Apr 2021

- Managed $1M+ in paid media for Starbucks, Toyota and STARZPLAY, holding a 2.5% average CTR.
- Ran multicultural (Toyota), regional (Starbucks PNW) and international (STARZPLAY) campaigns for 5+ concurrent clients.
- Built creative testing and bid optimization that improved ROAS 25%+ quarter over quarter; owned pacing, reporting and QBRs.

EPK.TV · Content Merchandiser — Aug 2018 – Jan 2020

- Organized and delivered all campaign content for 20+ studios (Disney, Amazon, Sony, NBC, Netflix) across platforms, territories and languages.

24/7 Laundry Service / Wasserman · Copywriter and Social Media Manager — May – Dec 2017

- Social content for LG Mobile and Twitter.

SKILLS & EDUCATION

Paid: Meta ($1M+ cumulative spend), Google, TikTok, Snapchat, LinkedIn, X, programmatic DSPs; budgets, bidding, pacing, creative testing

Search: SEO, AEO/GEO, structured data, Google Search Console, Semrush, WordPress and Yoast, landing pages and CRO

Measurement & budget: GA4, Looker Studio, SQL, Python (working), Sheets, Excel, HubSpot, Klaviyo; forecasting, pacing, invoice reconciliation, CAC/ROAS

AI: Higgsfield (Genjutsu, Nano Banana Pro, Seedance), reporting automation, custom creative tooling

Education: B.S., Integrated Marketing Communications, Ithaca College