

Cap Puckhaber

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Summary

Results-driven **Senior Growth Director** with 20 years of experience leading initiatives that blend innovation, project management, and cross-functional team leadership. **Skilled in driving growth by enhancing customer experiences.** At Audible, I focused on developing go-to-market strategies and leading acquisition marketing efforts. By leveraging data-driven insights, **I foster a collaborative and inspiring work environment** that supports success in the competitive e-commerce and tech sectors. I have a proven track record of achieving 10% year-over-year growth in customer acquisition and significant improvements in conversion rates through A/B testing and optimization of inbound and outbound traffic, app downloads, and landing pages. **Experienced in managing diverse teams** of 10+ growth marketers and partnering with developers, analysts, creatives, and senior leadership to drive impactful results. A track record of combining insights and innovation with ownership and bias for action to grow businesses.

Professional Experience

Audible.com, Seattle, WA / Remote

Senior Director, Growth Marketing (April 2018 - December 2023)

- Managed growth marketing team (5) responsible for driving +10% y/y member growth through formers win-back, non-member upsell, new member offers, content, lifecycle, inbound and outbound marketing.
- Launched ~10 monthly A/B tests on web, app, and outbound channels to optimize for campaign efficiency and customer experience (conversion, retention, engagement).
- Responsible for pulling, analyzing, and presenting internal business reviews with C-level executives.

Amazon.com, Seattle, WA

Senior Marketing Manager, Beauty (January 2016 – March 2018)

- Signed 25+ new professional beauty brands and launched go-to-market campaigns to support growth.
- Utilized historical traffic and sales data to optimize channels to deliver +25% y/y customer growth and +20bps conversion improvements.
- Added new selection (+5K SKUS) and recruited 20 new affiliate partners through strategic business development investments.

Marketing Manager, Consumer Electronics (June 2014 – December 2015)

- Demand generation owner for \$XB Computer Components, Networking, and Memory businesses.
- Managed tech and non-tech initiatives that improved customer experience (+10% traffic, +25bps conversion).
- Negotiated with 10 vendors to secure \$MM marketing budgets, and new selection to meet growth objectives (20 SKUS).

Account Manager, Consumer Electronics (August 2010 – May 2014)

- P&L owner for Microsoft and Hewlett-Packard driving strategic marketing initiatives to raise brand, product and promotional awareness to fuel +15% y/y growth.
- Negotiated \$MM marketing budget to support product launches (Win10), Black Friday, and Prime Day.
- Executive level quarterly business review stakeholder with strong analytical and presentation skills.

Education

Western Washington University, Bellingham, WA

1998-2002

Bachelor of Arts in Business Administration - Concentration in Business Management