

S I M O N A M A R I E A S I N O V S K I

New York University, Gallatin School of Individualized Study, B.A., 2010

Director, Sound Meditation Presents, 2015-2023

- Created the largest sound meditation gatherings in the country— 1400 person events in San Francisco, Los Angeles, San Diego, Portland, and New York City.
- Featured in NBC Today, Business Insider, SF Gate, CBS News, and the SF Chronicle.
- Launched a web and iOS app— The Sound Bath — during the pandemic to help people sleep.
- Created online and in-person training courses to teach the practice of sound meditation to a hundred students.
- Partnered with INELDA, a death doula organization, to bring sound meditation to end-of-life care.
- Raised \$20,000 for suicide prevention and disaster relief.
- Helped over 50,000 people discover a deep state of meditation.

sold-out events in 17 minutes, grew an e-mail list to 32k subscribers with a 40% engagement rate

Product Marketing Manager, Natero, 2015

- Managed all marketing and lead acquisition for this YC-backed customer success software startup, including landing pages, CPC, and content.
- Set up and managed our blog, “The Success Engine”
- Defined KPIs, built a decision-making funnel for tracking leads with exact attribution, and managed our marketing budget.

landing pages with conversation rates up to 43%, reduced cost-per-lead from \$225 to \$75.

Growth Lead, Science Exchange, 2014

- Managed all growth projects for this YC-backed marketplace for scientific experiments, including inbound traffic, e-mail marketing, landing pages, A/B testing, remarking, and more.
- Discovered our greatest SEO opportunities, our most frequently requested experiments, our average cost per experiment type, and the most quickly converting experiments

increased CPC traffic by 605%, converted clicks by 552%

Sales & Marketing Associate, California Green Designs, 2011

- Expanded company trade show presence to connect with relevant and innovative new industries, including a chocolate trade show, golf show, and L.A. area farmer's markets.
- Preliminary feasibility analysis for proposed residential and commercial solar installations.
- Managed a team of 7 solar energy advocates.
- Lowered cost-per-lead from \$100 to \$30.

lowered cost per lead from \$100 to \$30.

Communications and Social Media, Cross Campus, 2013

- Communicated updates and events to over 5,000 community members.
- Led our web traffic and SEO strategy, bringing Cross Campus to #2 for coworking.

doubled web traffic and grew our e-mail list by 25%