

Hank Leber

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Notable Achievements

Raised \$1M from angel investors. Work has been featured in FastCompany, TechCrunch, AdWeek, PandoDaily, and Forbes

Featured on SlideShare:
14 Ways Brands Can Use
Snapchat (2014)

Awards/Honors

2010 Jay Chiat Award winner
for Social Media Strategy
(Travelocity: Gnome on
Chatroulette)

One Show 2009
(College Competition Award:
Long's Horseradish)

Mashable's Top 10 Digital
Advertising Innovations of
2010 (Gnome on Chatroulette)

Harry Jacobs Scholarship
Winner – 2008

Education

College of William and Mary
BA English: 2003

VCU Brandcenter
*MS Mass Communications
(Strategy Track): 2009*

Skills

Adobe Creative Suite
Final Cut Pro
Microsoft Everything
iLife, iWork

Other Experience

Travel: Denmark, Norway,
Sweden, England, Italy,
France, Colombia, Iceland,
Netherlands, Czech Republic,
Spain, Barbados, Mexico.

Also toured in a rock band for
5 years, pre-grad school. \m/

My experience in advertising and marketing runs the gamut – from creating award-winning strategy work for big brands and agencies to founding several funded social media and marketing startups.

My mantra: do what's next, not what's now.

Co-Founder & CEO

Vytmn (Growth Marketing SaaS) / Los Angeles: January 2015 - Present

Vytmn is growth marketing software that automatically drives targeted traffic to your web destinations from social media platforms.

Progress: Achieved \$1.2M run rate in the first 15 months, cash flow positive in 16 months with a team of 9, and only raised \$650k. Won best startup in Los Angeles at Silicon Beach Fest 2015 – turned down an \$11M acquisition offer onstage.

Consultant – Strategy, Media, and Advertising

Independent / Los Angeles, CA: September 2013 - December 2014

Roles: Worked with creative ad agencies. Led new business pitches (won 4.5 out of 5), brand strategy, social media strategy, UX/Design and strategy, product management.

Accounts: Twitter, Facebook, Vans, TrueCar, Land O' Lakes, BodyArmor, Concur, Westfield, Ole Smoky Moonshine, Lip Smackers, OlloClip.

Co-Founder & CEO

GonnaBe (Social Media Platform) / Los Angeles: January 2012 - August 2013

GonnaBe is a social platform for the future – literally. Share the things you're 'gonna be' doing. Lightweight social planning and discovery.

Progress: Launched iOS app on stage at the prestigious LAUNCH Conference (2011), piloted a white-labeled platform for Anheuser-Busch/InBev localized in 3 different languages, managed 36 undergrad interns and 18 investors. Featured in FastCompany, TechCrunch, PandoDaily, and Forbes.

Senior Strategic Planner

Team One / Los Angeles, CA: March 2011 - December 2011

Responsibilities: Led teams on Lexus digital and social strategy, led new business initiatives, and introduced innovation across the agency by creating the Interactive Community group.

Accounts: Lexus, Icelandic Glacial Water (won the account), Haagen Dazs, and new business.

Strategic Planner

McKinney / Durham, NC: July 2009 - March 2011

Responsibilities: Wrote creative briefs, led campaign briefings, conducted focus groups, edited video, organized digital and interactive projects, and performed online quant/qual data mining. Also won several awards including Jay Chiat (2010) and Effie (2010).

Accounts: Travelocity, Nationwide, Sherwin-Williams, Coldwell Banker, Brown Forman Liquors, Aprica strollers, Qwest, EAS, and new business.