

HIRA RAHIM

meethira.com · linkedin.com/in/hirarahim · hrahim@vt.edu · United States

PROFESSIONAL SUMMARY

Performance-driven marketing leader with 15+ years of experience driving customer acquisition, revenue growth, and brand scale across DTC e-commerce, healthcare, and consumer goods. Proven track record managing multi-million-dollar budgets, leading cross-functional teams, and delivering measurable ROI across the full funnel. Member of the Toptal network (top 3% of global marketing talent). Deep expertise in paid media, lifecycle automation, and brand strategy — with an Applied AI edge that reduces CAC, improves ROAS, and scales high-converting creative across Meta, Google, and TikTok.

CORE COMPETENCIES

- ▶ Growth Strategy & P&L Ownership
- ▶ Full-Funnel Marketing Architecture
- ▶ Team Leadership & Cross-Functional
- ▶ Influencer & Affiliate Marketing
- ▶ Applied AI Workflows
- ▶ Paid Media — Meta, Google, TikTok
- ▶ Conversion Rate Optimization (CRO)
- ▶ Brand Positioning & Go-to-Market
- ▶ SEO & Content Strategy
- ▶ Omnichannel Campaign Management
- ▶ Demand Generation & Acquisition
- ▶ Retention & Lifecycle Marketing
- ▶ DTC E-Commerce Scaling
- ▶ ROAS / CAC / LTV Optimization
- ▶ Budget & Performance Management

EXPERIENCE

Digital Marketing Consultant

Toptal — Top 3% Global Marketing Talent | Oct 2024 – Present

Selected for Toptal's elite network — ranked #1 Most Reliable Professional Services Company in America (Newsweek, 2026). Providing fractional CMO leadership, paid media management, and full-funnel growth strategy across Healthcare, DTC E-commerce, and Creative sectors.

Fractional Leadership & Strategy

- ▶ **Kale Health | Fractional CMO (Feb 2026–Present)**: Built the brand's first conversion-optimized acquisition engine — turning Meta into a predictable channel for new patient memberships; optimizing onboarding, referral systems, and revenue operations to reduce CAC and improve LTV.
- ▶ **Clever Creative | Brand Strategist (Feb 2026–Present)**: Driving brand discovery and 4C framework development to establish market positioning and go-to-market foundation.

Performance Marketing & Paid Media

- ▶ **Forbes Vetted | Paid Social Manager (Oct 2025–Mar 2026)**: Developed affiliate-driven ad campaigns and creator whitelisting strategies to maximize buyer revenue around the Q1 2026 site re-launch.
- ▶ **Pinsfast | Performance Marketing Lead (Feb 2026–Present)**: Drove 3× ROAS on end-to-end TikTok and Meta campaigns with AI-powered video creative for a custom enamel-pin brand.
- ▶ **Pronto Pilates | Paid Ads Consultant (May–Sept 2025)**: Directed global expansion via Meta and Google Ads; overhauled account structures for scalability and cross-functional team knowledge transfer.

Growth & Content Innovation

- ▶ **Surface Studios | Growth Marketing (Feb 2026–Present)**: Rebuilt the site for performance and drove qualified traffic to the digital-art platform via Google Search and LinkedIn ad campaigns.
- ▶ **Venture Board Games | TikTok Growth Lead (Sept–Nov 2025)**: Launched organic and paid TikTok presence including TikTok Shop strategy to drive omnichannel sales across Amazon and Shopify.

Founder & Principal Growth Strategist

The Digital Consultancy | Mar 2025 – Present

Founded a boutique growth marketing agency delivering full-funnel strategy and AI-powered execution for high-growth startups and established brands.

- ▶ **American Farm Company | Performance Marketing Lead**: Rebuilt paid social and search — matched the prior agency's revenue on ~75% less spend (~4× more efficient) and delivered 6.5× blended ROAS in the first 10 days of the Google rebuild.
- ▶ **Briefpoint.ai | Growth & Content Strategist**: Architected and launched a TikTok go-to-market strategy from scratch — full account setup through integrated organic and paid video — with a breakout video reaching 146.7K views.

Lansinoh Laboratories

Maternal & baby care — DTC, Amazon & retail | Oct 2013 – Aug 2024 · 10 years 10 months

Associate Director of Growth Marketing | Apr 2021 – Feb 2024

Owned P&L and led digital paid advertising, content marketing, and lifecycle automation for North America. Managed cross-functional team and represented brand in global strategic committees.

- ▶ **Revenue Growth:** Spearheaded initiatives delivering a 38% YoY increase in online revenue and 22% expansion of the customer base — managing multi-million-dollar budgets across Meta, Google, and TikTok.
- ▶ **Global Leadership:** Co-led the Global Social & Digital committee, aligning omnichannel campaign strategy, ROAS targets, and creative best practices across international offices.
- ▶ **Team Leadership:** Recruited, developed, and managed a high-performing team of digital marketing specialists across paid media, content, and lifecycle channels.
- ▶ **Crisis Management:** Served as primary point of contact for PR crisis response and media inquiries, protecting brand equity under pressure.

Associate Director of Digital Marketing | Apr – Sep 2021

- ▶ Managed strategic oversight of paid advertising, influencer partnerships, and email marketing. Ensured brand consistency across global distributor channels.

Senior Manager, Digital Marketing | Apr 2020 – Apr 2021

- ▶ Oversaw full-funnel omnichannel execution across paid social, email, Google PPC/SEM, PR, and review generation. Developed Amazon review strategy that strengthened brand authority and conversion rate on platform.

Earlier Roles at Lansinoh Laboratories | Oct 2013 – Apr 2020

- ▶ Progressed through digital marketing roles of increasing scope over 7 years, building the brand's digital infrastructure across paid, owned, and earned channels.

Retail Marketing Analyst & Social Media Strategist

Maidenform | Mar 2010 – May 2013

- ▶ Supported national marketing campaign execution across digital and retail touchpoints for a leading DTC intimates brand.
- ▶ Conducted competitive analysis and market research to inform e-commerce and retail strategy.

TECHNICAL STACK

Paid & Attribution: Meta Ads Manager, Google Ads, TikTok Ads Manager, GA4, Triple Whale, Northbeam, Motion

E-Commerce & Automation: Shopify, TikTok Shop, Klaviyo, HubSpot, Zapier

AI & Creative: Runway Gen-3, HeyGen, ElevenLabs, Claude, Lovable, Figma, Canva, Adobe Photoshop

Operations: Asana, Monday.com, ClickUp, Airtable, Miro

EDUCATION

Bachelor of Science, Marketing Management

Virginia Tech, Pamplin College of Business

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- ▶ Managing Yourself and Leading Others — Harvard Division of Continuing Education
- ▶ New Managers Training — American Management Association