

Tony Lee

Growth & Performance Marketing Leader

Los Angeles, CA

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I ask a lot of questions before I ask for more budget.

Growth marketing leader with 13+ years across acquisition, lifecycle, measurement and the teams behind them: in-house at Shopify, Yami and Starz, and on the agency side for FX Networks, 20th Century Fox, A24 and Nintendo. Has led teams continuously since 2017, across the U.S., Europe, LATAM and APAC.

5x

Paid-media investment scaled at Shopify, hired to take ~\$10M toward a \$100M mandate

SHOPIFY · SCALE

Record

Highest session-to-lead conversion rate on record, from a test that added friction on purpose

SHOPIFY · FRICTION BY DESIGN

+25% / -15%

Orders up year over year with CAC below baseline, after redirecting spend toward prospecting

YAMI · BEFORE / AFTER

EXPERIENCE

Monks · Senior Strategy Lead, Google account

Sep 2026 – Present · Los Angeles

- Social strategy on the Google account, focused on AI products.

Media company, U.S. launch · Director, Media Campaigns & U.S. Accounts

Oct 2024 – Sep 2026 · Los Angeles

- First U.S. employee; built the U.S. business **from zero to 12 accounts in 18 months**, owning the pitch, pricing and planning.
- Planned campaigns ranging from \$20K tests to \$6M launches for studio clients including A24 and Searchlight; introduced AI into reporting, audience planning and campaign QA.

OMG23 · Group Director, Paid Search & Social (FX Networks)

Aug 2023 – Jun 2024 · Burbank

- Led Paid Social, Search and YouTube for FX launches including *Shōgun* and *The Bear*; moved budget decisions toward incremental cost-per-tune-in and media mix modeling.

Yami · Head of Growth

Jan 2023 – Jun 2023 · Brea, CA

- Led 15 people across Paid Media, CRM, Lifecycle and Community, reporting to the CMO.
- Redirected retargeting spend toward prospecting and reset attribution with Engineering and BI. Over the period, **orders grew 25% YoY with CAC 15% below baseline**.
- Rebuilt lifecycle messaging around shipping speed and purchase thresholds; average order value rose 30%.

Shopify · Global Paid Media Lead, Performance Marketing

Nov 2021 – Jan 2023 · Los Angeles

- Hired to scale paid acquisition from ~\$10M toward a \$100M mandate; **scaled paid-media investment 5x** across North America, LATAM, Europe and APAC.
- Created **Friction by Design**: added a qualifying step before the landing page where convention said remove friction. It produced the highest session-to-lead conversion rate on record and a 10x increase in weekly investment.
- Built a six-person global team (hired four); managed two agencies and three specialist vendors. Featured by Meta for Business in *Social Skills*, Season 3.

Starz · Director, Paid Social

Mar 2020 – May 2021 · Santa Monica

- Brought paid social in-house and built the team into analyst, planner and buyer pods.

EARLIER

- **Reprise Digital**, Director, Paid Social (2019–20): Nintendo and First Republic Bank; cut cost per qualified lead 45% in one month.
- **Operam**, Director, Paid Social & Search (2017–19): led an 11-person U.S./EU team; 20th Century Fox, sweetgreen.
- **Also**: OMG23 (ABC), Zimmerman (Sam's Club, Party City), 5W PR, The Variable, Atlas Wearables; consulting for Fandango.

OUTSIDE THE WORK

- Former professional poker player.
- Division I golfer; tracks strokes gained in Arccos.
- Started in journalism; writes *Growth Sold Separately* on Substack.

EDUCATION

- **St. Bonaventure University**: M.A., Integrated Marketing Communications; B.A., Journalism & Mass Communication
- AI in Marketing certificate, ELVTR