

Simon Harms

Growth & Acquisition Marketing Leader

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PROFESSIONAL SUMMARY

Growth and acquisition leader with over a decade of experience building multi-channel acquisition engines, now operating at the front edge of AI-driven marketing. Designs and deploys AI-powered systems across the entire funnel: AI-assisted media buying and creative testing that drives down cost per acquisition, AI-driven automation that replaces manual reporting and optimization workflows, and machine-learning-informed funnel, VSL, and attribution testing. Has managed multimillion-dollar budgets across fast-moving, regulated verticals including crypto trading, fintech, and subscription apps, consistently lowering CPAs while scaling new-customer volume and ROI. Builds marketing teams and tracking infrastructure from the ground up and owns acquisition strategy end to end. Thrives where the mandate is aggressive, AI-accelerated, sustainable growth.

CORE COMPETENCIES

Paid media (Meta, Google, TikTok, X) | AI (Claude Code, Open Claw, N8N, Cursor, Viktor, Copilot, etc) | A/B testing | Funnel optimization & CRO | SEO & ASO strategy | Large-budget management & forecasting | Performance dashboards & attribution | Recruiting, hiring, training & team leadership | Project management & Jira | Staff performance reviews

CAREER HIGHLIGHTS

- Personally managed hundreds of millions in media spend and built a 7-figure business from scratch
- Newton Crypto: drove best-ever quarter within 6 months of joining and was awarded MVP 2024
- Match Group: record ROIs, improved organic monetization, and award-winning rebrand
- Kids Without Yachts: founded a not-for-profit that has generated over \$100,000, with 100% of proceeds donated
- Improved Picnic Labs net revenue by 25% within my first month via a payments test

WORK EXPERIENCE

Performance Marketing Consultant | S.A.H. Strategies Inc. (Self-Employed), Vancouver, BC JUN 2025 - PRESENT

Performance marketing and growth consulting for online education and DTC brands

- Interim Head of Marketing and Performance Lead for Yieldschool, an online education brand
- Own paid acquisition across a multi-Business-Manager Meta ad structure
- Rebuilt the tracking stack: server-side GTM, Meta CAPI, and HubSpot
- Built AI-powered media buying and creative testing to cut cost per booked call
- Run AI-assisted funnel and VSL optimization tests with watch-time tracking
- Build the funnels and run the ads for dental clinic clients
- Build the funnels and run the ads for pest control operators

VP of Marketing | Newton Crypto Ltd., Canadian Crypto Trading Platform JUN 2024 - JUN 2025

- Within two months: built entire ads infrastructure from scratch, including MMP SDK & app events, front-end web events, and server-side events across all advertisers
- Within three months: promoted from Senior Manager to Director
- Within four months: launched UGC and influencer campaigns delivering strong ROIs, pacing toward the best quarter in company history
- Within six months: awarded MVP 2024 despite being hired halfway through the year
- Within nine months: promoted from Director to VP of Marketing
- Scaled the marketing team from 2 to 7 members
- Built a comprehensive SEO & ASO strategy that improved keyword rankings and increased organic search traffic
- Built a single source of truth advertising system, unifying advertising data across web and app

Senior Digital Marketing Manager 3 | Match Group, Dating Apps & Websites

NOV 2019 - MAR 2024

- Personally delivered all-time high ROI, quadrupling ROI year over year
- SEM brand campaigns: 5x multiple on both ROI and spend
- Led a paywall experiment that increased first-time subscribers by 13%
- Spearheaded migrating Google conversions to Firebase, improving scale and performance
- Scaled UGC and influencer campaigns across the female app portfolio, driving 10x spend at lower CPR and higher ROI
- Project managed an all-time high in marketing-related dev work (SEO), improving Core Web Vitals
- Interviewed, hired, and trained new employees
- Troubleshoot and solved an unprecedented decline in brand-term performance

Co-Founder & Owner | Twin Sales Inc.

NOV 2016 - MAY 2018

Internet marketing business built on two models: Shopify (drop shipping and print on demand) and Amazon FBA

- Spearheaded generation of approximately \$1,000,000 in revenue in the first full fiscal year of operations
- Conducted market research and managed logistics of sourcing, manufacturing, and shipping physical goods worldwide
- Managed a wide variety of paid advertising campaigns, including Facebook, AdWords, Amazon PPC, Twitter, email, and influencer marketing
- Managed business process automation, developed an exit strategy, and sold the business

Co-Founder & Chief Marketing Officer | Kids Without Yachts

APR 2016 - JAN 2023

- Founded an NGO that provides low-income families affected by cancer with the financial means to pursue healthcare objectives outside the public sector
- Raised over \$100,000 less operating costs, with 100% of proceeds going to sponsored families
- Owned all corporate marketing, researching and planning campaigns and delivering results for key strategic initiatives
- Championed fundraising through large-scale events and sale of KWY merchandise

EDUCATION

Bachelor of Social Sciences | University of Victoria, Victoria, BC

SEP 2010 - APR 2014

Major: Political Science. Minor: History.

CERTIFICATIONS & TRAINING

- Partners, Directors & Senior Officers Course (PDO), Canadian Securities Institute (2025)
- Learning Data Analytics: Part 1 & 2, LinkedIn Learning (2023)
- Google Shopping Certification, Google Analytics Academy (2023)
- Google Tag Manager Fundamentals, Analytics Mania (2021)
- The Complete SQL Bootcamp, Udemy (2021)
- Apple Search Ads Certified, Apple (2020)
- Google Analytics for Beginners, Google Analytics Academy (2018)
- Advanced Google Analytics, Google Analytics Academy (2018)
- Google Ads Fundamentals, Google Ads Academy (2018)

AWARDS

- MVP, Newton Crypto (2024)
- Best Growth Strategy, Webby Awards (2023)
- Webby Winner, Webby Awards (2023)

INTERESTS

Charity and community work, Reading, Skydiving, Travelling abroad, Fitness

REFERENCES

Available upon request