

Kyle Grecian

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EXPERIENCE

GTM Strategy Lead

Enveda

Aug 2026 – Present

Remote

- Leading GTM and marketing strategy for growth initiatives at a Series D biotech unicorn (\$517M raised).
- Defining optimal channel mix, messaging, and audience segmentation through rapid experimentation.
- Designing internal workflows and tracking systems to scale execution and accelerate learning loops.

Head of Growth

Restart

Mar 2026 – Sept 2026

San Francisco, CA

- First growth hire at a seed-stage AI startup; owned strategy across marketing, events, and partnerships.
- Engineered a frontier organic content engine, automating the analysis and repurposing of viral content.
- Captured, nurtured, and analyzed over 15,000 pre-launch waitlist signups.

Founder & CEO

KGRECIAN LLC

Dec 2023 – Nov 2025

Santa Clara, CA

- Generated \$300,000 in revenue through bootstrapped paid marketing, processing 3,000+ orders.
- Scaled full-funnel campaigns across Meta, Google, TikTok, Email & SMS (\$10,000+/month).
- Directed influencer marketing operations; hired and managed over 15 UGC creators simultaneously.
- Designed high-converting ads, copy, and sales funnels, prioritizing conversion rate and retention.
- Built integrated AI workflows to rapidly accelerate creative testing, market research, and daily operations.

Creative Growth Strategist

Freelance

Jul 2022 – Nov 2025

Santa Clara, CA

- Generated \$500,000+ in attributed revenue and 6,500+ confirmed leads for clients.
- Led GTM and campaign strategy across 250+ B2C, B2B, and creator-led businesses.

Social Media Manager

KGRECIAN LLC

Jan 2020 – Jan 2023

Santa Clara, CA

- Scaled a social media portfolio from zero to 200M+ total views (promotional content) and 150k+ followers.
- Secured \$50,000+ in brand deals, partnering with notable brands including LG, Satechi, & The Farmer's Dog.

EDUCATION

Santa Clara University

Bachelor of Science in Finance | September 2026

Sept 2023 – Present

PROJECTS

Consumer App Growth | [Scrollar](#)

Sept 2026 – Present

- Co-designed an iOS app that helps students turn screen time into exam prep. Built a fully automated and self-improving organic marketing system; scaled to 500 downloads and 60 paid subscriptions by week 2.

Organic Marketing Attribution | [ROMM](#)

Aug 2026 – Present

- Researching attribution for organic marketing; enabling insights based on real outcomes, not vanity metrics.

SKILLS

Growth & GTM | GTM Strategy, ICP & Positioning, Channel Strategy, Campaign Design, Market Research, PLG, DLG
Marketing | Creative Strategy, Paid Acquisition, Organic Growth, Influencer Marketing, Email/SMS, SEO/AEO, SMM
Creative & Technical | Claude, Cursor, Zapier, Adobe Creative Suite, Reporting & Analysis, Attribution, Excel, CRO