

Lance Herrington

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PROFESSIONAL EXPERIENCE

UNICO NUTRITION INC

Founder/CEO

San Diego, CA

2015-Present

- Started a protein powder brand from scratch, with zero employees and no outside funding, that reached over \$5m in annual revenue (2020), and over \$35m in total gross revenue from inception
- Developed, launched, and marketed over 100 original SKUs (no stock formulas), ranging from protein powders to pre-workout energy drinks, collagen, greens hydration, weight loss, probiotics, protein bars, and more
- Owned every stage of the product life cycle - from ideation and researching product-market fit, to custom flavor and formula development, to designing each products packaging
- Managed an international supply chain consisting of over 15 contract manufacturers, 8 fulfillment warehouse locations, several international ingredient and packaging vendors, and all the logistical challenges that connected them (from international ocean freight to last mile postage)
- Spent over \$7m on digital advertising across multiple platforms, including but not limited to Meta (Facebook), Google Ads, Mobile, Display, Amazon, Influencer, Tik-Tok Shop, maintaining an average 2.5x ROAS for new customer acquisition, and over 10x for returning customers
- Personally ideated, designed, and executed *all* phases of the digital ad campaigns by using a combination of photography, digital illustration, and motion graphics to generate over 2,000 creative ad assets, and then using analytics to monitor and optimize performance
- Designed, coded, and sent over 50 million marketing emails + 20 million marketing SMS via the Klaviyo platform, driving over \$10m in revenue while adhering to all best practices and exercising proper list hygiene (avg list size 220,000 customers)
- Managed multi-channel distribution with over 50 retail stores Whole Foods (regional), Central Market (HEB) (regional), and Erewhon Market (SoCal) in addition to Amazon marketplace, and over 20 iterations of our e-commerce website (which I built from scratch)
- Earned over 75 national, organic media mentions in the media (Greatist, CNET, the Cut, Dieline, etc.), including awards for excellence in packaging, best taste, and more
- Designed and built a fully custom \$80k expo booth, which was set up and exhibited at the country's premier health and fitness expos in Las Vegas (Mr. Olympia) and Los Angeles (LA Fit Expo)

HAVAS MEDIA

Senior Analytics Specialist

San Francisco, CA

2014-2015

- Maintained consistent advertising analytics across multiple client accounts with over \$10m in annual ad spend, spanning across search, display, mobile and social
- Used advanced analytics to consistently identify opportunities for greater efficiency, resulting in an average CPA reduction of 25% YoY (blended across multiple clients)

- Designed and built over 25 custom dashboards to aggregate all necessary data sources into automated, user-friendly client-facing reports
- Presented quarterly advertising results and key achievements on-site to 5 different companies' marketing executive teams (i.e. Seagate, Robert Half, Clorox, and more)
- Worked across capabilities (account management, creative, and key vendors) to help key team members access, understand, and leverage historical data to make informed decisions about future campaigns

DIGITAS LBI

Data & Analytics Associate

Boston, MA

2012-2014

- Worked on the advertising account of one of the largest banks in the world - daily activities included pulling data from multiple ad platforms, and updating client-facing data dashboards using Tableau
- Learned from industry veterans how to extract insights from large datasets, with the purpose of helping clients become more efficient with their performance marketing budget
- Developed presenting skills in client-reporting meetings with marketing leads across multiple client accounts in different verticals (banking, CPG, and retail)

EDUCATION

UNIVERSITY OF VERMONT

Bachelor's Degree; Grossman School of Business (minor in computer science)

Burlington, VT

2008-2012

- Maintained a GPA above 3.0 while playing division I Mens' Ice Hockey for all four years of undergrad tenure
- Worked closely with sports nutrition department to develop safe, NCAA-approved endurance and recovery supplements (the origin of my UNICO brand)
- Named to the Hockey East All-Academic Team in 2010 and 2011, which recognizes high performers in both academics and athletics

ADDITIONAL INFORMATION

- **Technical Skills:** Adobe Illustrator, Adobe Photoshop, Klaviyo, MS Office, Google Sheets/Excel, Tableau, Web Development (HTML, CSS, JS, PHP), Wordpress, Shopify, Zapier, Facebook/META Ads, Google Ads, Snapchat Ads, Tik-Tok Shop, Google Analytics, MySQL, Adobe Creative Suite, Procreate, Canva, Amazon Seller Central, Amazon Ads
- **Hobbies:** golf, tennis, hockey, surfing (*used very loosely*), digital art, swimming, yoga, reading, cooking, and keeping my australian shepherd from destroying everything in his path