

Zachary Krevitt

Growth Marketing | GTM | Product Growth | Partnerships | Creative Technology

US + Global. Currently: Berlin, Germany, willing to relocate zak.krevitt@gmail.com +1 805-630-1429

linkedin.com/in/zak-krevitt-0345a098

Profile

Growth, GTM, partnerships, and product operations leader specializing in early-stage consumer technology products. Built global partnerships, creator ecosystems, and mobile growth programs across North America, Europe, Latin America, and Asia, translating product strategy into scalable go-to-market execution. Experienced in international expansion, product launches, app onboarding, community-led growth, paid and organic acquisition, and data-driven growth operations.

Work Experience

Zora

March 2024 - April 2026

Head of Global Partnerships | Lisbon, Portugal + NYC, NY

- Led global partnerships, growth, and go-to-market initiatives that contributed to \$1B+ in trading volume, driving creator acquisition, app downloads, ecosystem growth, and market expansion.
- Managed \$10M+ in creator and developer grant programs, building scalable partner pipelines, campaign structures, launch operations, and reporting systems that accelerated adoption.
- Launched and scaled creator ecosystems across Brazil, Argentina, Mexico, Japan, Thailand, Europe, and North America with market-specific partnerships, incentives, messaging, and community-led growth programs.
- Built acquisition and activation loops through referral programs, ambassador networks, office hours, creator education, regional events, and power-user campaigns that encouraged community leaders to bring new creators into the product.
- Worked deeply on mobile onboarding and app activation, using App Store Connect, AppsFlyer, Firebase, SQL, Postgres, and internal analytics workflows to analyze and increase downloads, opens, activation, retention, funnel dropoff, CAC, LTV, ROAS, and payback.
- Partnered with Product, Engineering, Data, and Mobile teams to improve onboarding, mobile UX, product stickiness, and creator activation through structured feedback loops, dogfooding, and data-informed product recommendations.
- Led or contributed to 10+ product launches, feature updates, GTM pivots, regional campaigns, Coins, Creator Coins, mobile app initiatives, and creator campaigns.
- Owned or heavily influenced launch messaging, creator campaigns, website copy, social campaigns, email headlines, partner briefs, UGC campaigns, and creator-facing product education.
- Ran and supported A/B testing across messaging, onboarding flow, trading rewards, email subject lines, partnership structures, creator incentives, and launch mechanics, then doubled down on what worked.
- Managed Meta, TikTok, and search advertising directly and through agency partners, including UGC-driven TikTok campaigns and organic content systems designed to scale creator and community acquisition.
- Built internal AI-powered marketing systems that turned campaign inputs into dynamic assets for X, TikTok, Instagram, Substack, blog posts, captions, and image concepts, giving the team repeatable campaign infrastructure without a dedicated copywriter.
- Built, managed, and mentored a lean team of 4 direct reports and 5 contractors across partnerships, community, creator programs, and growth operations.

Zora

March 2023 - March 2024

Curation Lead and Partnerships Associate | Lisbon, Portugal

- Expanded Zora's cultural network by onboarding artists, galleries, curators, founders, builders, and creator communities into the ecosystem.
- Converted high-profile creators into active product users through tailored onboarding, launch strategy, creator education, and hands-on creator support.

- Bridged curation, partnerships, product feedback, and community support to turn early creator needs into clearer GTM inputs and product priorities.

Foundation

November 2022 - March 2023

Social Media Manager | California, USA

- Drove product marketing and launch messaging across Foundation channels, translating feature updates into clear creator-facing campaigns.
- Supported product launches with campaign copy, social planning, motion design direction, and channel-specific content systems.

Towards Utopia

June 2020 - March 2023

Community Manager | Brooklyn, New York

- Raised \$200,000+ through multiple art exhibitions, print sales, NFT campaigns, and cultural partnerships for a nonprofit initiative supporting underserved communities.
- Built partnerships with the City of New York, Foundation, Superchief Gallery, artists, donors, and press to grow community reach and funding.
- Turned a mission-led arts initiative into a repeatable fundraising and community program across exhibitions, digital campaigns, live events, and creator-led advocacy.

School of Visual Arts

August 2018 - January 2022

Professor of Photography and Video Art | New York, New York

- Educated students across 10+ semesters in photography, moving image, critique, visual research, and creative production.
- Built course systems, syllabi, assignments, and critique formats that helped students connect technical execution with artistic direction.

Conde Nast Entertainment

July 2016 - August 2019

Video Producer | New York, New York

- Produced editorial, branded, celebrity, and OTT video content across Conde Nast publications with cross-functional creative and production teams.
- Managed briefs, budgets, shoots, interviews, schedules, and post-production workflows from concept through delivery.
- Directed and filmed interviews, editorial videos, branded campaigns, and cultural coverage for high-visibility media properties.

Two Hustlers

July 2013 - January 2016

Digital Director and Content Producer | New York, New York

- Led creative teams across design, 3D, production, and creative technology for campaigns spanning digital, experiential, retail, OOH, and guerrilla marketing.
- Delivered campaigns for Diesel, H&M, Uniqlo, and Lady Gaga by coordinating creative direction, production, partner communication, and execution.

Skills

Growth Marketing Go-to-Market Strategy Product Marketing Mobile Growth ASO App Store Connect AppsFlyer Firebase SQL Postgres Meta Ads TikTok Ads Search Ads UGC Campaigns Lifecycle Marketing CAC/LTV/ROAS Funnel Analysis A/B Testing International Expansion Partnerships Community-Led Growth AI Marketing Workflows Creator Economy Mission-Driven Consumer Products

Education

School of Visual Arts, New York, NY BFA, Photography

Aalto University, Helsinki, Finland Art and Art Studies

University of Colorado Boulder, Boulder, CO Anthropology, Design, and Applied Arts