

# Eric C. Lipsky

Senior Director, Digital Experiences & Growth · San Francisco, CA

ecclipsky@gmail.com · 559.967.8329 · linkedin.com/in/eric-lipsky · ericlipsky.com

## SUMMARY

Experienced team builder and leader with a passion and proven track record for driving results and instituting a culture of growth. Adept collaborator, innovator, and facilitator of progress via scalable methodology and cross-organizational management.

## EXPERIENCE

**Senior Director of Digital Experiences** · Freshworks Apr 2024 — Present · San Mateo, CA

- Owned and oversaw the roadmap for digital, optimizing the website while closely partnering and managing executive stakeholders across Marketing, Sales, and Product.
- Conceptualized and led the zero-to-one design and build of AI Mode, a Webby Awards honoree and RAG-powered website product whose machine-learning systems intelligently decision and route visitor traffic at scale, driving PLG and SLG pipeline nurture and acquisition.
- Led the restructuring of an inherited 45-person organization into a focused ~15-person team that has driven 8 consecutive quarters of productivity growth via AI workflows and deliberate prioritization.

**Head of Web Experiences & Strategy** · Airtable Aug 2021 — Apr 2024 · San Francisco, CA

- Oversaw all marketing team roadmaps while establishing and leading cross-functional OKRs across Marketing, Product, and Engineering.
- Formulated a multi-year strategy to scale the website and digital properties, supporting both enterprise and self-serve funnels via a data-driven approach.
- Led team through major company pivots and organizational changes while maintaining one of the highest performance and team satisfaction scores in the company.

**Senior Manager of Web & Growth** · Intercom Jul 2019 — Aug 2021 · San Francisco, CA

- Led and formulated the group level roadmap (web & growth) on a quarterly basis, delivering 90%+ of roadmap commitments via studious management, prioritization, and cross-departmental alignment.
- Led growth team's experimentation efforts, consistently delivering insights and incremental results for both self-serve and enterprise funnels.
- Managed multiple website properties, facilitated information architecture overhauls, managed website redesign, migration, and localization efforts.

**Senior Product Manager, then Product Manager** · LendingClub Apr 2016 — Jul 2019 · San Francisco, CA

- Led team of nine in revamping the website and application flow to drive better user experience, higher traffic acquisition, and conversion improvement.
- Delivered 3% lift in aggregate application creation in acquisition channels through precise roadmap execution and key stakeholder management.
- Created and instituted testing methodology, documentation, and workflow best practices across teams.

## EARLIER EXPERIENCE

**Marketing & SEO Manager**, Talkdesk Sep 2015 – Feb 2016 **Online Marketing Manager**, QuinStreet Apr 2013 – Sep 2015

## SKILLS

Executive stakeholder management · AI & zero-to-one product · AI workflows at scale · Experimentation & CRO · A/B testing & user testing · Answer Engine Optimization · Search Engine Optimization · Data analysis · Content strategy · Cross-functional team building · Public speaking

## TOOLS

<b>Web</b> Google Analytics, Google Search Console, FullStory, Looker, Tableau, Contentful, WordPress, Heap	<b>Experimentation</b> Optimizely, Statsig, Maze, Marketo, Unbounce	<b>Project Management</b> JIRA, Airtable, Asana, Linear
--	--	--

## EDUCATION

**University of California, Davis**  
B.A. Communications · B.A. English

## LANGUAGES

**English** (Native) · **Portuguese** (Native) · **Spanish** (Fluent) · **Italian** (Fluent) · **French** (Conversational)