

OSCAR E LUTTEROTH

MARKETING EXECUTIVE

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EDUCATION

USC

University Of Southern California
Los Angeles, CA

B.S., Business Administration

Emphasis · Global Marketing &
Information Operations Management
(IOM)

Dean's Scholarship Recipient,
Academic Based Scholarship

SKILLS

Fluent in Written and Spoken Spanish

Strong Public Speaker

SELECTED CLIENTS

McCafe (McDonald's), SKYY Vodka,
Amway, Gold Peak Tea, SpotOn,
Yes To, DASANI, Gaggenau,
Jazzercise, PIRCH, Honest Tea,
Mitchell1, DASANI Sparkling, Pacaso,
Tom Ferry, FUZE, Physicians Formula,
Luna Grill, Diamond Mattress,
Chosen Foods, Tacori, Tony Robbins,
Charming Charlie, Skinmedica,
World Gym, Grand Marnier, DASANI,
Fisker Automotive, and Cunard

EXPERIENCE

IGNITE VISIBILITY | SAN DIEGO, CA

SR. VICE PRESIDENT, CREATIVE & WEB DEVELOPMENT

AUG 2022 - Present

- Beat stretch sales goals for department by over 20%, while maintaining gross profitability benchmarks
 - Department accounts for 8% of total company revenue (2022)
- Join executive and leadership team to inform and support long-term company mission and vision
- Expand service offerings to align with client opportunities and market trends, booked revenue for Q1 2023 already accounts for over 50% of annual revenue goal

VICE PRESIDENT, CREATIVE & WEB DEVELOPMENT

DEC 2020 - AUG 2022

- Develop updated pricing models and methodologies to generate increased department revenue and establish a sustainable MRR model
 - 253% revenue growth YoY (2021)
 - 97% revenue growth YoY (2022)
- Expand internal team and external contractors to support additional services and increased sales
- Lead integrations with department heads across other services, to improve account retention rates and increase overall ACV
 - Focus on Paid Media, SEO, CRO, Social and Email

CREATIVE DIRECTOR

MAY 2020 - DEC 2020

- Launch new divisions focused on creative and web development to support ongoing cross-department performance marketing services and generate low six-figure revenue within first 6 months
- Implement and refine new processes for creative and web development workflows
- Build out team to support needs based on project requirements, bandwidth, timelines and budgets

THE LAMBESIS AGENCY | LA JOLLA, CA

EXECUTIVE DIRECTOR /PARTNER

JAN 2016 - NOV 2019

- Part of the TLA leadership team, responsible for the continued growth and success of the agency
- Responsible for management and oversight of e-commerce website development, microsite development, email programs, social ads, remarketing, PPC and SEO

DIRECTOR OF INTERACTIVE

JAN 2013 - DEC 2015

- Direct and manage all interactive strategy, creative and production
- Led creative and development teams across website development, CRM implementation, banner ads, site takeovers, PPC and SEO
- Optimized internal operations by managing new staff hires, implementing new processes and improving overall workflow

DIRECTOR OF INTERACTIVE PRODUCTION

MAY 2011 - JAN 2013

- Oversaw all facets of digital production including estimating, timelines and vendor management
- Collaborated with planning department, creative department and development team on all projects
- Responsible for 60% increase YOY in digital client billings

PARKERWHITE | CARDIFF-BY-THE-SEA, CA

DIGITAL STRATEGIST, OCT 2008 - MAY 2011

NITE OWL DESIGN | LOS ANGELES, CA

CREATIVE DIRECTOR/CO-FOUNDER , MAY 2004 - OCT 2008