Med Yacoub

Marketing & Growth Strategy Executive | medyacoub@gmail.com | 646-872-2107 | medyacoub.com

Featured In: Forbes | Forbes Advisor | American Banker | Financial Planning | Benzinga | Epoch Times

Growth strategist and marketing executive with 20+ years turning market shifts into commercial decisions across financial services, fintech, and healthcare. Known for changing what a business optimizes for: moving a retail brokerage off cheap installs and onto funded-account economics, launching a new digital revenue line at Healthgrades, and partnering with Barclaycard underwriting to widen credit access and grow cardholders 85%. Brings executive-level judgment along with hands-on command of acquisition, lifecycle, analytics, and execution in regulated markets. Writes and speaks on AI, market structure, and the risks of taking too much friction out of financial decisions.

Publications & Thought Leadership

- **Forbes — "*Doing More With Less: The Rise and Risks of the Solo CMO*" (May 2025)**
- **American Banker — "*AI won't break financial markets, but it might make them boring*"**
- **Benzinga — "*When Markets Never Close, Risk Never Sleeps*"**
- **Financial Planning — "*10 experts predict what's next for AI in wealthtech*" (contributor)**

Speaking

Digital Marketing for Financial Services (DMFS) Summit **2025 – 2026**

New York | Charlotte | Toronto

- **Featured Speaker:** "The AI Acceleration Paradox: Turning Compliance Anxiety into a Competitive Edge"
- **Panel Moderator:** "C-Suite Panel: Emotional Storytelling Meets Tech-Driven Efficiency"

Strategic Capabilities

- Growth & commercial strategy
- Market positioning & go-to-market
- Customer economics & lifetime value
- Lifecycle & retention strategy
- New revenue line development
- Partnership & distribution strategy
- Brand strategy & narrative
- Regulated markets (brokerage, lending, credit, pharma)
- Executive & cross-functional leadership
- AI-enabled marketing operations

Professional Experience

Tradesk Securities **May 2024 – PRESENT**

Director of Marketing | Short Hills, NJ

Owned the full marketing function as a one-person team, directing agency and vendor partners, for a U.S. retail brokerage and mobile trading platform with an operating team in Asia. Advised executive leadership on positioning, growth priorities, and marketing investment.

- Reframed growth around funded-account economics instead of low-cost installs, building a customer-value framework that tied spend to registration, KYC completion, account funding, and trading activity. Reduced cost per install by 32%.
- Built the marketing operating model from the ground up across paid media, website, lifecycle, and content, cutting cost per registration by 73% within six months.
- Architected the lifecycle and marketing automation strategy, linking behavioral events, segmentation, and personalized communications across the investor journey to reduce onboarding friction, lifting registration-to-brokerage activation by 67% (from ~11% to 18%).
- Invested in organic search and investor education as durable assets to reduce reliance on paid media. Led the technical SEO roadmap with engineering, improving average ranking from 35.1 to 10.6 and organic CTR by 39%.
- Led development of a headless CMS and scalable content infrastructure, connecting site architecture, SEO, publishing workflows, and distribution to reduce engineering dependency and support long-term organic growth.
- Partnered with compliance to restructure disclosures and site content for clarity, building trust into a regulated acquisition funnel.

First Alliance Home Mortgage **Mar 2022 – Apr 2023**

Digital Marketing Lead | Cranford, NJ

Directed digital growth strategy for a regional mortgage lender through the 2022 rate cycle, building a three-part growth model: direct-to-consumer demand, loan officer enablement, and loan officer recruitment as a channel for acquiring production.

- Built co-branded marketing assets for loan officers across social, email, flyers, and landing pages, equipping them to generate business from their personal and referral networks.
- Developed loan officer recruitment marketing as a high-yield acquisition strategy: each recruited loan officer brought an established book of business, delivering more production per acquisition than consumer-level marketing.
- Diagnosed rate-driven hesitation as a confidence problem rather than a pricing problem, and repositioned messaging around affordability and financial confidence, lifting landing-page conversion and lead engagement by 30%.
- Reallocated paid search and social investment toward the audiences and creative that converted under tighter market conditions, reducing cost per lead by 22% while growing qualified lead volume.
- Partnered with sales leadership to redesign lead qualification and onboarding around lead quality, improving application-to-approval conversion by 17% and tying marketing performance directly to loan production.

GK3 Capital **Jul 2020 – Oct 2021**

Marketing Account Director | Robbinsville, NJ

Led marketing strategy for alternative investment and advisor-technology clients, including Inland Securities and Equis, with a mandate to grow AUM by reaching accredited investors through the registered investment advisors who serve them.

- Developed go-to-market strategy for Inland Securities' REIT and 1031 exchange offerings, positioning complex alternative investments for RIAs and their accredited-investor clients.
- Redesigned Inland's investment offerings page and investor communications, including due diligence materials supporting advisor evaluation of REIT offerings.
- Built Equis's advisor go-to-market program: a multicity U.S. roadshow supported by geo-targeted LinkedIn campaigns to fill lunch-and-learn events with independent RIAs.
- Tripled investor and advisor engagement through targeted multichannel programs, and cut execution timelines by ~30% by streamlining workflows across creative, analytics, and strategy teams.
- Led client relationships and agency teams across planning, analytics, and creative, contributing to a 25% increase in new client acquisition.

Consultancy & Advisory **Aug 2015 – July 2000**

Strategic Marketing Consultant | New York, NY

Advised financial services, healthcare, and technology clients on growth strategy, marketing investment, and go-to-market, including engagements with Mercury Media and The Beekman Group.

- Developed omnichannel growth strategies across television, direct mail, OOH, search, SEO, programmatic, video, social, affiliate, content, and email, building each channel mix around the client's acquisition objectives.
- Advised leadership teams on marketing investment, customer economics, attribution, and go-to-market strategy, turning audience behavior and performance data into commercial recommendations.
- Designed account-based marketing programs for B2B clients, coordinating targeted content, paid media, and outreach to reach priority accounts and decision-makers.
- Led creative direction, messaging, and agency partners across traditional and digital campaigns, from strategy and briefs through production and delivery.
- Held P&L accountability for client media investment, managing budgets, forecasts, and vendor relationships while building scalable acquisition and measurement capabilities.

Healthgrades **Nov 2013 – Jul 2015**

Vice President, Multichannel Marketing | New York, NY

Brought digital marketing into a hospital marketing business built on direct mail and traditional media, serving 600+ hospital clients nationwide across a $30M client portfolio.

- Launched the company's digital services line, designing CRM-enabled offerings and pricing structures that protected margins and contributing to 15% annual revenue growth.
- Scaled the new offering through the existing account organization, leading a 20-person cross-functional team of strategists and campaign managers, matching digital solutions to each hospital account, and leading executive business reviews.
- Designed omnichannel patient acquisition across search, display, social, TV, direct mail, content, and CRM, with personalized messaging for each service line built around how patients research symptoms, conditions, and treatments. Lifted patient engagement by 10% YoY.
- Partnered with data scientists on predictive, propensity, and clustering models to sharpen segmentation and targeting.
- Optimized paid, email, and onsite sequencing, reducing acquisition costs by 20% in high-priority market segments.

WPP **Aug 2013 – Nov 2013**

Account Director, Pharmaceutical | New York, NY

- Led pharmaceutical digital strategy across Catalyst, MediaCom, and broader WPP accounts, turning client objectives and competitive dynamics into integrated search, display, and audience acquisition programs.
- Directed paid search and display investment across $4.5M+ in annual media budgets, and improved organic click-through rate by 28% through SEO strategy.
- Developed cross-channel testing strategies for ad creative, messaging, and landing pages, applying audience and performance insights to strengthen relevance, lead quality, and campaign effectiveness.
- Managed client relationships and multidisciplinary agency delivery in a regulated pharma environment, including planning, measurement, executive business reviews, and coordination of creative, analytics, trafficking, and media operations.

Barclaycard US **Nov 2012 – Jul 2013**

Digital Marketing Director | Wilmington, DE

Directed digital acquisition for the NFL Extra Points credit card portfolio, managing a $5.5M budget across marketing, agency, analytics, and credit-risk stakeholders.

- Partnered with underwriting on the Low and Grow initiative, expanding approvals for eligible applicants through behavior-based credit-limit progression. Reduced cost per approved application by 55% and contributed to 85% YoY cardholder growth.
- Ran 32 NFL team-specific acquisition programs, each with its own offers, campaigns, and landing pages, shifting media investment and messaging weekly as fan demand moved with game outcomes.
- Redesigned landing pages and pre-qualification flows using Adobe multivariate testing across team experiences, raising application completion by 19%.
- Developed affiliate and publisher acquisition strategies and premium placements to expand reach and approved application volume.

iMarketing LTD **Jul 2011 – Nov 2012**

Account Director | New York, NY

Led account strategy, acquisition investment, and optimization for financial services and consumer clients across multiple credit card portfolios.

- Reduced CPA by 64% while increasing approved applications on Barclaycard's affinity card portfolio through SEM strategy and acquisition optimization, which led to recruitment into a direct leadership role at the bank.
- Reduced CPA by 15% for a health and wellness client without sacrificing volume.
- Directed cross-functional agency resources, client communications, and growth opportunities across portfolios.

Publicis/Razorfish **Apr 2010 – Jul 2011**

Senior Strategist, Search & Media, Pharmaceutical | New York, NY

- Led regulated DTC and HCP search strategy, targeting, analytics, and optimization for pharmaceutical clients across a portfolio of $25M+ in annual search investment.
- Built branded, non-branded, and CRM campaigns that matched keyword intent, messaging, and placement to the patient journey, from symptom awareness through treatment consideration.
- Designed creative test plans ahead of time within MLR review requirements, developing headline, offer, and call-to-action variations for advance approval so optimization could continue without review delays.

Early Career

- **CNN**, *Director of Online Marketing*
- **Hyperdriven**, *Director of Online Marketing*

Technology & Platforms

- **Media & Acquisition:** Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, Apple Search Ads, programmatic platforms
- **Analytics & Attribution:** GA4, AppsFlyer, Adobe Analytics and testing, Tableau, Periscope, Optimizely, Hotjar
- **SEO & Content:** SEMrush, Ahrefs, Surfer SEO, Screaming Frog, headless CMS
- **Lifecycle & AI:** CRM and marketing automation, AI-assisted marketing workflows

Education

Arizona State University

Bachelor of Science, Digital Audiences, Walter Cronkite School of Journalism and Mass Communication

Bachelor of Science, Sociology