

David Mankovics

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Head of marketing | Brand and commercial growth

Marketing leader and founder with experience building teams of up to 35, directing national brand programs and developing consumer hardware and subscription businesses. Background includes annual marketing budgets up to \$6M, customer acquisition and retention strategy, and board and investor communication.

Leadership capabilities

Marketing strategy | Team building | Budget allocation | Brand positioning | Go-to-market planning | Subscription models | Acquisition and retention | Executive and investor communication

Professional experience

ScaleGrove | Irvine, CA | Apr 2024 - Present

Fractional CMO

Provide marketing leadership through consulting engagements covering growth strategy, marketing systems and digital products, with a \$6M annual marketing budget.

- Built and led a 10-person digital team while increasing monthly platform adoption by more than 50%.
- Led work to rebuild customer data and marketing systems for an international education organization, contributing to \$2.4M+ in annual tuition revenue and 11% enrollment growth.
- Advised World Aquatics on global digital product and vendor strategy for its live sports data ecosystem.
- Increased inbound leads by 25% in three months for a healthcare education company by rebuilding its growth strategy.

Shrooly | Consumer hardware and subscriptions | Aug 2023 - Apr 2024

Head of Marketing

Led the transition from one-time hardware sales to a consumable subscription business, including acquisition strategy and subscription and lifecycle marketing improvements.

- Reached a \$4M annualized revenue run rate four months after joining, combining subscription revenue and one-time purchases.
- Reallocated media investment and restructured acquisition strategy, increasing blended return on advertising spend from approximately 1.14x to 3.4x.
- Twelve-month retention reached 70%, measured in follow-up results after the engagement ended.
- Led crisis and reputation communication, increasing customer satisfaction from 14% to 86% within three weeks.

Reason & Friends | Creative agency, Budapest | Sep 2019 - Jul 2023

Head of Brand & Performance Marketing

Led a marketing function serving 14 national accounts across retail, healthcare and automotive.

- Expanded the marketing team from five to 35 people while overseeing integrated brand and performance programs across the agency portfolio.
- Directed two national television campaigns and an integrated brand platform for Rossmann, with an annual marketing budget of approximately \$4M.
- Led healthcare repositioning and customer journey redesign to support a shift toward direct-to-consumer revenue.
- Directed a Suzuki influencer program that generated more than one million views.

Sybrillo | Consumer hardware, Redwood City, CA | Sep 2015 - Aug 2019

Founder & CMO

Built a consumer hardware business selling into 52 countries and led a 12-person team.

- Raised \$1.1M in seed funding through direct investor outreach and fundraising.
- Served as Board President, with responsibility for investor communication, reporting and runway planning.
- Reached approximately \$450 customer lifetime value and acquisition cost below \$60 while maintaining approximately 50% gross margin.
- Generated \$206K through a Kickstarter launch and built a 20,000-subscriber launch audience.

Earlier experience

Systemax | Aug 2014 - Mar 2015

Email Marketing Manager, freelance

International email marketing across France, the Netherlands and Sweden.

Malibee Design Studio | Apr 2012 - Aug 2015

Online Marketing Account Manager

Digital strategy, client management and marketing budget allocation.

Platforms

Salesforce | Dynamics 365 | Klaviyo | Google Analytics | Shopify | Meta Ads

Education and recognition

MBA, Management | Budapest Metropolitan University

BSc, Commerce and Marketing | Budapest Metropolitan University

Globee Golden Award, Crisis Communication | Hungarian Design Award