Isaiah (Zay) Gargiulo

Growth Marketing and Partnerships | Creator Programs | Creative Direction

Brooklyn, NY
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Professional Summary

Growth marketer with a design foundation who builds creator, affiliate and go-to-market programs from zero and makes the content that runs through them. Trained in design at Parsons, so I brief, make and measure the work myself. Results include a 20% lift in direct-to-consumer sales on TikTok Shop in a first month, 40% year-over-year conversion growth and an 85% increase in qualified leads. Currently leading growth and partnerships at FitBiomics.

Professional Experience

Growth Marketing and Partnerships Manager, FitBiomics New York, NY | Oct 2026 to Present

- Brought in to build the creator and affiliate program from zero for the company behind V•Nella, the lactic acid metabolizer that eats fatigue.
- Own two partnership verticals in the go-to-market plan, Fitness & Endurance and Recovery & Everyday Performance, running partner outreach and product seeding pilots for both.
- Recruit and manage UGC creators on SideShift and Trybe, from the brief and product seeding through content approval.
- Build partnership pitches for larger creators, including one with more than a million followers.
- Lead outreach to marketplaces and partners, support paid ad strategy, and source event and conference opportunities.

Go-to-Market and Speaker Marketing Consultant, The DataStory Group New York, NY | Aug 2026 to Present

- Engaged by the founder to build the go-to-market foundation for a data and AI consultancy, through G & Z Solutions NYC.
- Built the ideal customer profile, buyer personas and a 60+ company target account list across data, measurement and marketing services.
- Researched and ranked about 60 conferences and corporate events for speaking fit, then wrote the speaker pitch kit and outreach timeline.
- Run weekly speaker outreach by cold email and organizer submissions, with the full pipeline tracked in Folk CRM. Proposals are in with national conferences in broadcast and banking.
- Own the website speaking page, a Calendly booking flow for organizers, and edits to the speaker sizzle reel.

Co-Founder and Growth Marketing Consultant, G & Z Solutions NYC Brooklyn, NY | Apr 2026 to Present

- Co-founded a two-person consulting firm serving small businesses and B2B companies in New York.
- Lead the growth practice: go-to-market strategy, customer research, outreach programs and content.
- Handle scoping, contracts and weekly invoicing for client engagements.

Growth and UGC Lead, Synergy CHC Corp (Focus Factor) Remote | Nov 2025 to Apr 2026

- Led growth and UGC for Focus Factor on TikTok Shop and Instagram Reels.
- Managed 200+ brand ambassadors driving TikTok Shop revenue, coordinating content calendars and creator deliverables.
- Lifted direct-to-consumer sales on TikTok Shop 20% in the first month of consistent posting, tracked with affiliate links and promo codes.
- Raised average view retention 30% through hook testing and format experimentation.
- Cut production turnaround 20% with AI storyboarding and scripting tools. Concepted and edited UGC in DaVinci Resolve.

Creative Marketing Manager, Utility Manufacturing Co Westbury, NY | Jan 2024 to Nov 2025

- Joined as Sales and Marketing Specialist and was promoted in Oct 2024 to run creative marketing across the product line.
- Grew conversion rate 40% year over year with multi-channel campaigns, including A/B tested Klaviyo email sequences and organic and paid Meta content.
- Increased qualified leads 85% year over year with multi-touch funnels, using HubSpot for lead scoring and Salesforce for CRM.
- Cut campaign launch time 25% by bringing copywriting, graphic design and Webflow landing pages in-house, removing agency dependencies.
- Redesigned product labels, infographics, flyers and e-blasts, including the relaunch of PSSST! Leak Detector as VISI LEAK.
- Managed client relationships and contract negotiations, keeping key accounts renewing.

Social Media Manager, Smart Design Brooklyn, NY | Aug 2023 to Jan 2024

- Set the Instagram Reels and LinkedIn content strategy that showed the consultancy's engineering and product design work to B2B buyers.
- Increased engagement 25% year over year through data-driven content and daily community management.
- Produced case studies on Smart Design's work for Meta, Gatorade and Poursteady, turning dense engineering projects into stories buyers would read.
- Supported the Innovation 2.0: Healthcare report and 2024 Design Trends launches with reels and LinkedIn carousels.

Assistant Creative Director, Fourth and Fifth New York, NY | Dec 2021 to Jul 2023

- Directed six podcast launches from concept to delivery, with 90% client retention.
- Managed the creative production pipeline for a 7,000 sq ft studio serving TV, film and photography clients, keeping projects on schedule and within budget.
- Supported productions including ALL THE SMOKE for SHOWTIME Basketball and Million Dollaz Worth of Game.
- Mentored junior creatives. Repeat business grew 30% over that stretch.

Creative Marketing Specialist and Graphic Designer, The New School New York, NY | Sep 2021 to Dec 2022

- Produced brand campaigns and designed digital and print assets for workshops and exhibitions, working with departments across the university.

Web Designer and Marketing Intern, Lighthouse Guild New York, NY | Sep 2018 to May 2021

- Helped build the organization's new website, which is still live today, and supported social campaigns through web design, content production and analytics.

Education

Parsons School of Design, The New School New York, NY
BFA program, Design and Technology

Skills

Growth Marketing | Go-to-Market Strategy | Creator and Affiliate Programs | Influencer Marketing | Brand Strategy | Creative Direction | Paid Social | Email and Lifecycle Marketing | Content Production | Lead Generation

Tools: TikTok Shop | Klaviyo | HubSpot | Salesforce | Folk CRM | Webflow | Figma | DaVinci Resolve | Adobe Illustrator | Midjourney | SideShift | Trybe