

Tori Elstrom

Head of Growth Marketing · Developer Infrastructure, PLG & Technical GTM

+1 847-847-8987 · torielstrom@gmail.com

PROFESSIONAL SUMMARY

Growth marketing leader specializing in developer tools, PLG, and technical GTM — with a track record of building acquisition engines from scratch and scaling them into measurable revenue. I operate at the intersection of marketing and product: I understand how developers think, how developer tools sell, and how to build the systems that connect the two.

SKILLS & EXPERTISE

GTM & Growth: PLG acquisition, developer marketing, technical content strategy, lifecycle & activation, demand generation, creator & influencer programs, AI search visibility

Analytics & Attribution: Full-funnel attribution modeling, cohort analysis, PostHog, HubSpot, A/B testing, conversion rate optimization

Technical: JavaScript, Python, GitHub workflows, API integrations, CLI tooling, AI-assisted development, shipped iOS apps

Operations: \$1.3M+ budget ownership, channel modeling, cross-functional leadership, startup scaling

PROFESSIONAL EXPERIENCE

Depot

2025 – Present

Head of Growth Marketing · Remote

- ▶ Joined at \$3M ARR. Built the growth engine — from attribution infrastructure to acquisition channels to lifecycle programs — that drove the business to \$11.5M ARR and a path toward \$30M.
- ▶ Grew monthly leads from 139 → 707 (5.1×) and paid customer acquisition from 34 → 137 (4×) within the first year, owning strategy and execution across a \$1.3M annual budget.
- ▶ Led the go-to-market launch of Depot CI — a new product line expanding Depot beyond Docker builds into full CI/CD acceleration — including positioning, messaging, launch sequencing, and developer audience activation.
- ▶ Built a developer-focused PLG acquisition engine from scratch: technical content, creator and influencer programs, AI search visibility (ChatGPT, Claude, Perplexity, Kagi), lifecycle marketing, and community growth.
- ▶ Designed and built attribution and cohort analysis systems in PostHog to measure channel contribution, activation lift, and long-tail conversion — giving the company its first clear view of what was actually driving revenue.
- ▶ Led marketing strategy supporting Depot's expansion from self-serve PLG into enterprise, including repositioning, new audience targeting, and sales-assist content.

Microblink

2022 – 2025

Senior Manager, Performance Revenue Marketing · Remote

- ▶ Led growth marketing across enterprise and PLG motions for developer-facing identity and scanning products.

- ▶ Generated \$1M in inbound pipeline in a single month through multi-channel technical product positioning campaigns.
- ▶ Improved marketing efficiency by 85% while scaling inbound pipeline through SEO, CRO, lifecycle optimization, and attribution modeling.
- ▶ Drove organic conversion improvements from 16.75% → 27.65% through technical SEO, experimentation, and user journey optimization.
- ▶ Built full-funnel attribution systems connecting product usage, inbound acquisition, and sales pipeline outcomes.

Ascent Conference

2021 – 2022

Senior Growth Marketing Manager · Remote

- ▶ Led growth campaigns and lifecycle marketing initiatives supporting SaaS and technology executive events.
- ▶ Executed email campaigns with 65% open rates across audiences exceeding 20,000 attendees.
- ▶ Partnered with C-level sponsors including G2, ZoomInfo, and Vidyard to drive event growth and sponsorship expansion.

Revenue Zen

2020 – 2021

Growth Manager · Remote

- ▶ Improved lead retention by 65% and consistently exceeded monthly quota targets.
- ▶ Authored operational playbooks and SOPs for reporting, campaign execution, and process standardization.
- ▶ Led demand generation and conversion optimization initiatives for B2B SaaS clients.

TECHNICAL PROJECTS & DEVELOPMENT

- ▶ Built and shipped SmartHair (trysmarthair.com) — an AI-powered personalized hair care iOS app built with React Native/Expo, RevenueCat subscriptions, and custom AI recommendations. Handled product, engineering, and growth end-to-end.
- ▶ Regularly build internal tools, automation systems, and web prototypes using JavaScript and Python — including attribution models, lifecycle tooling, and AI workflow integrations.
- ▶ Comfortable across the full development workflow: GitHub, pull requests, API integrations, CLI tooling, and AI-assisted development using Claude and similar tools.

EDUCATION

Illinois State University

Bachelor of Science (B.S.) · Communication Sciences and Disorders