

Solomon Hanes

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302-249-8033 | Letter of rec from Ridge CMO: bit.ly/CMO-letter-of-rec

Growth Systems Strategist who builds AI-powered infrastructure and marketing systems to scale \$100M+ brands.

Part of the early team at Ridge. Known for closing the gap between insight and action through AI tooling, automated systems, and data infrastructure built to move fast.

RECENT EXPERIENCE

Subscription & Retention Analytics Lead | Boring Ecom | 2026

- Ran subscription retention analytics for a fractional retention team serving DTC subscription brands
- Modeled cohort retention and LTV, measured churn and save-rate lift, and read out A/B tests
- Used AI tooling (Claude Code skills/agents, API integrations, and lightweight dashboards) to automate reporting and turn analysis into clear presentations
- Translated subscription and testing data into recommendations delivered to brand leadership

Fractional Marketing Analyst | Freelance | 2025-2026

- Built frameworks that helped leadership teams scale their companies profitably and strategically
- Worked with agencies/brands like Groove Life, Flat Circle, Matter AI, and Adapt Naturals
- Projects included spend pacing and strategy dashboards, LTV:CAC modeling, and revenue forecasting
- Additionally built RFM scoring and product trend analyses for client brands

Marketing & Insights Strategist | Ridge | 2021-2025

- Built marketing data systems that informed brand direction from \$50MM all the way to \$140MM+
- Built reporting used by paid social, partnerships, and ecom teams to guide campaign strategy
- Reported to the CMO. Constructed marketing dashboards, forecast pacing, and ecom data readouts
- Built an ETL pipeline and visualization layers used by 30+ people daily

Creative Specialist | Kynship Agency | 2025-2026

- Oversaw ad builds, creative workflows, and creator communication for ten brands at one time
- Managed all creator sourcing (UGC, CGC, seeding) in an agency setting
- Led forecast QA and forecast modeling automation for twenty brands at one time
- Built basket analysis systems and frameworks the agency adopted across its client base

TOOLS & TECHNOLOGIES

- **Data:** Triple Whale, Northbeam, Sheets, Excel, SQL, Klaviyo, Shopify, Skio/Recharge/Stay AI, Aftersell, GA4
- **ETL & Automation:** Claude Code/OpenAI (skills/agents), Vercel, HQ, Supermetrics, Apps Script, Kitchn, Refunnel
- **Data Literacy:** Four-quarter accounting, P&L literacy, pacing models, regression and seasonality forecasting, marketing mix models, RFM scoring, AOV, LTV:CAC, cohort analysis, subscription strategy, MER