Kevin Leary
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781-609-7699

PROFILE

Fractional head of growth with 18 years of full-stack experience. I find where the funnel loses money and fix it myself.

RESULTS

- Raised conversions **362%** at **SBLI** on a quoting and application funnel with hundreds of thousands of leads.
- Cut ad spend **40%** while doubling lead generation (**+100%**) at **NetBrain**.
- Moved **Honeyfund** from an average Google position of **18.5 to 8.6** and click-through rate from 6.1% to 8.4%.
- Built the subscription funnel and billing at **Puck** for **50,000+ recurring subscribers**, with 100% of subscription revenue tracked to source.
- Replaced about **$64,000 a month** of agency work at **Cred.ai**, built CAC reporting across 6 ad channels and tracked **220,533 enrollment starts** end to end.
- Cut Largest Contentful Paint from **0.91s to 0.41s** and layout shift from 1.03 to 0.24 at **Twindo**.

EXPERIENCE

Kevinleary.net

2008-PRESENT
Principal
Boston, MA
60+ organizations

- Independent growth practice for 60+ organizations, from startups to TripAdvisor.
- I work on the whole funnel, from the ad click and search result to the CRM and revenue.

SBLI

2015-2024
Life insurance
$300M revenue
Reported to CMO

- Designed the online life insurance application flow and built all of it, Angular front end and back end, so customers quote, apply and pay for year one without an agent.
- With the CMO, set up Segment and introduced offline conversion events, so campaigns optimized on real policies.

Cred.ai

2021-PRESENT
Fintech startup
50 employees
Reported to CEO

- Replaced several agencies and their teams of 8 to 12 people as the one person running analytics, advertising technology and the growth strategy for using them, working with the CMO or the CTO depending on the task.
- Built the executive CAC dashboard across Snapchat, Reddit, TikTok, Facebook, Google Ads and Impact Radius, with first-party server-side events for attribution and targeting.

NetBrain

MULTI-YEAR
Enterprise software
400 employees
Reported to CMO

- Connected GA4, Marketo, Intercom, Google Ads and Salesforce in one warehouse to show which spend produced pipeline, and cut the spend that did not.

Puck

2024-2025
Media
60 employees
Reported to Director of Revenue Operations

- Designed and built the Laravel platform that moved subscriptions and commerce off a legacy CMS for a publication reaching 6 million monthly visitors, including checkout and entitlements checked in milliseconds.
- Improved revenue reporting and the referral system that pays authors by subscribers, and built distribution feeds for Apple News and Forbes.
- Added AI narration that reads each article to subscribers in the author's own voice.

Honeyfund

2024-2026
Consumer marketplace

- Ran technical SEO and tracking for 21 months.
- Processed 10,000+ linking domains for disavow, defined 26 conversion events and added Meta server-side events.

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MIT Sloan Management Review
- Built corporate group subscriptions as a new revenue line, with provisioning and invoicing fully automated.

MULTI-YEAR
Media
40 employees

Recon Analytics
- Launched a Stripe store for research reports with zero manual fulfillment steps, consolidated 8 domains, and automated publishing for 248 podcast episodes.

2025-PRESENT
Research firm

Chelsea Supplies
- Ended an 8 day Google Ads conversion blackout, took TikTok events from 0 to 8, and cut database query time from 3 to 4 seconds to under 1.

2026-PRESENT
ECommerce
$10M revenue

Paperless Parts
- Run the marketing site and reporting warehouse, including 4 annual conference cycles managed from one CMS.

2022-PRESENT
B2B SaaS
180 employees
Reported to CMO

AI Track
- Built and launched ai-track.app, a SaaS product that tracks how AI assistants answer brand-related prompts.

2025-PRESENT
Own product

Also: TripAdvisor (real-time personalization by location and travel interest), Coastal1 Credit Union, Building Engines (300+ GTM tags reduced to 18), Northstar Travel Group, Boston Review, Harvard Law Review (accessibility from under 70% to 99%), EverPresent, Legacy Memorial Products, Vital Strategies, proto.life.

EXPERTISE

Growth: acquisition roadmap, funnel analysis, conversion rate optimization, A/B testing, landing pages, pricing and checkout flows, subscription growth

Measurement: CAC, ROAS, payback, multi-touch attribution, server-side conversion tracking, BigQuery dashboards

Channels: SEO, answer engine optimization (AEO) for AI search, Google Ads, Meta, TikTok, LinkedIn, Reddit, Snapchat, email and lifecycle

Engineering: site speed and Core Web Vitals, experiment instrumentation, Google Tag Manager, Segment, HubSpot, Salesforce, Stripe, AI agents

ACHIEVEMENTS

- Certified Google Cloud data analytics partner
- Open source contributor: OpenAI Codex CLI, WP-CLI, Query Monitor
- Author at Smashing Magazine, CSS-Tricks, The New Stack + SitePoint
- Book editor for Packt
- Top 1% problem solver at Stack Overflow

EDUCATION

B.S. in Interaction Design, Champlain College, 2004-2008