

Kyle Bahr

Built. Scaled. Fixed. Led marketing for startups and high-growth SaaS—launching products, growing marketplaces, and turning attention into revenue. From legal tech to investment networks, I've driven growth, rebuilt brands, and figured out what actually moves the needle.

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Core Strengths

Growth & Demand Gen
Performance Marketing
Data-Driven Strategy
Marketplace Dynamics
Product-Led Growth
Conversion Optimization
Pricing & Monetization
Brand Positioning

Tools & Tech

Salesforce / Pardot
Google Analytics
Google Ads
Power BI
Zapier
Excel / Sheets
Trello
Cursor
Photoshop / Illustrator
Figma
WordPress
Zurb Foundation

Beyond Marketing

HTML, CSS, SQL, Python,
TypeScript

Experience

InfoTrack — Director of Marketing

2022 - Present

- Launched and drove marketing for a new business unit, generating 16,000+ orders from 1,200+ law firms in year one—carving out market share in a competitive legal tech space.
- Built the supply side of a two-sided legal marketplace, assembling a network of 500+ process servers to meet law firm demand.

ServeManager — Director of Marketing

2019 - 2022

- Grew MRR from \$58.6K to \$138.3K (+136%) by turning demand gen, retention, PPC, and pricing into revenue engines—leveraging product-led growth to compound gains.
- Boosted CLTV/CAC from 2.88 → 4.34 by identifying a high-churn, low-value segment and shifting focus to premium subscribers—optimizing product, onboarding, sales, and marketing to drive retention.
- Scaled an early-stage eFiling product into a \$10K+/month revenue stream in 36 months, driving adoption through paid search, SEO, partnerships, email, and webinars in a competitive space.

Slow Money Institute — Director of Marketing

2016 - 2019

- Expanded deal flow from \$30M (<250 deals) to \$100M (1,000+ deals) in six years by growing a decentralized network of investment clubs, crowdfunding initiatives, and high-impact events.
- Increased event revenue from \$320K to \$525K (+34% in paid attendees) year-over-year by capitalizing on Facebook's underpriced attention—engineering high-ROI paid + organic campaigns to drive reach and ticket sales.

Slow Money Institute — Growth Marketing Manager

2013 - 2016

- Revamped our nonprofit's web presence, replacing an outdated tech stack with a modern, high-performance platform—enhancing SEO, engagement, and conversion flow while personally leading design, development, and content.
- Launched a bi-annual publication from scratch, overseeing content, design, and distribution to establish it as a fundraising + movement-building tool—expanding reach, deepening engagement, and strengthening donor relationships.

Education

University of Minnesota

2006 - 2010

- B.S. in Sport Marketing
- *Emphasis in Entrepreneurial Management*