

TEDDY DASSA

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PROFESSIONAL SUMMARY

Founder-led operator and growth strategist with a track record of transforming digital businesses into global category leaders. Scaled Boo Dating App from 3.5M to 50M+ users in 77 markets with 312% ROAS. Led AI-driven marketing org of 19+ specialists, built GTM infrastructure from scratch, and achieved #1 ranking in 8 countries. Acquired by poultry conglomerate after growing F&B startup from a food stall to 25 outlets. Adept at capital-efficient growth, international expansion, creative testing at scale, and data-led execution. Operates at founder intensity with investor-level thinking.

EXPERIENCE

Global Creative User Acquisition Consultant - Stealth Startup Dating App *January 2023 - September 2024*

- **Owned €18M+ global paid media P&L**, scaling operations across 77+ countries with sustained **312% ROAS** and the lowest CPI in dating category history.
- **Led 19-person cross-functional team** (growth, creative, analytics, localization), overseeing delivery of 10,000+ data-driven multilingual assets last year across all formats.
- **Drove revenue growth by 2x YOY**, scaling app from **3.5M to 50M+ users** while maintaining profitability and performance across Meta, TikTok, Google, DSPs, and almost all available ad networks.
- Built and deployed **AI-driven creative automation system** (Midjourney, Dream Machine, LLMs), delivering 98% cost reduction and 174% increase in campaign performance.
- **Implemented end-to-end experimentation frameworks** (CTR, CPI, CVR, ROAS) across 200+ assets weekly; app store optimization; and in-app onboarding, drove 78% CAC reduction and 124% ROAS increment.
- **Deployed full attribution stack**: AppsFlyer, fraud detection AI, MMP custom integration (93% accuracy during privacy changes, €500K fraud saved).
- Created proprietary **onboarding and subscription flow optimizations**, improving payment completion +37%, reducing churn -42%, and adding \$4.2M ARR.
- Executed **international market entry framework**, maintaining brand and retention consistency across 77 markets; #1 ranked app in 8 countries.

Art Director / Creator - @cementators Football Animation (side hustle) *September 2021 - January 2023.*

- Built and scaled a viral football-themed content brand to 800k+ followers and 200M+ total views in under 18 months across TikTok, Instagram, and YouTube
- Wrote scripts, performed voiceovers, and produced 300+ vertical video assets with avg. 1.4M views/post and 35% engagement — one of the highest in Southeast Asia
- Led a remote team of 6 (editors, designers, writers) using Jira + Kanban methodology to double weekly output while maintaining high creative standards
- Used data insights and sentiment tracking tools to refine creative direction; resulted in 122M YouTube views and over 2M hours of watch time

Co-founder & Marketing Director - Crisbar *October 2018 - January 2023*

- Scaled fried chicken brand from campus stall to **25 stores**, then led acquisition by top Southeast Asia poultry firm.
- Managed \$55,000+ in Facebook ad spend, achieving a CPR of \$0.0012 (97% below the industry average of \$0.45)
- Executed multi-platform campaigns, outperforming industry averages: Google/YouTube Ads CPC 36% lower, Twitter Ads CPR 99% lower, TikTok ads CPC 66% lower
- Developed influencer marketing strategy and coordinated 106 creator collaborations — generated 162M+ total views and delivered the most-watched food endorsement in Indonesia
- Maintained revenue growth during COVID-19 (+37%) while 52% of competitors declined; executed complete operational pivot.
- Launched offline-to-online activation strategy, increasing QR-driven store orders and loyalty program opt-ins by 3X

EDUCATION

University of Hull, the United Kingdom | Marketing (Honors)

August 2018 - July 2019

GPA: 1:1, First Class Honours

Awards: Best Dissertation for Faculty of Business, Law and Politics (1 Award for 1562 students), Marketing Subject Prize for Marketing Program (1 Award for 300 Students)

University College London, the United Kingdom | Entrepreneurship

September 2024 - September 2025

Onprocess Master Degree

CERTIFICATIONS

Facebook (Meta) Digital Marketing Associate

Expired in 2026

Google Analytics Advanced Certification

Expired in 2025