

Anthony Sledge

GROWTH & MARKETING LEADER · FOUNDER OF LEVERED

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Founder of Levered, a marketing agency as a service for founders and businesses backed by private equity. I bring 10+ years leading acquisition and lifecycle growth across marketplaces, SaaS, and services.

EXPERIENCE

Levered

MAR 2026 – PRESENT · SAN FRANCISCO

Founder & Operator

- Run Levered, a marketing agency as a service for founders and businesses backed by private equity.
- Own paid acquisition, SEO and content, conversion, lifecycle, analytics, and AI automation for clients.
- Grew new patients 5x and clinic revenue 2x in three months for a cardiology practice.
- Grew revenue from new customers attributed to paid traffic 70% and new customer orders 277% year over year for an industrial distributor backed by private equity.
- Built and tested an AI voice agent for a cardiology group, using sample patient data for provider lookup, appointment requests, and staff handoffs.

Vella

JUN 2026 – AUG 2026 · SAN FRANCISCO

Head of Growth

- Led the growth team and agency partners for a home cleaning marketplace, balancing customer demand, housekeeper supply, and utilization.
- Raised new customer share of GMV from 17% to 24% and ad landing page conversion from 5% to 15%.
- Brought paid and lifecycle marketing in house; built utilization automations and Slack reporting.

Lyft

APR 2022 – JUN 2026 · SAN FRANCISCO

Senior Growth Manager, Rideshare Marketplace

JAN 2026 – JUN 2026

- Shipped experiments that delivered an average +1% stat-sig lift in driver hours.
- Launched GTM for driver insight tools tied to a 2% stat-sig reduction in insurance premiums.
- Built the AI layer around growth: bandit copy optimization, a RAG knowledge assistant, a text-to-SQL bot, and reusable agent skills the team could run.

Growth Manager, Driver Incentives

SEP 2022 – DEC 2025

- Led creatives on data-driven experiments that increased driver hours and reduced waste in incentive spend.
- Campaigns referenced in Lyft press: more than \$80K in driver tips in two weeks, 23,000 additional tipped rides, and a \$3.9M annualized increase.
- Rolled out default tipping changes that increased tipped-ride rate by more than 1% and added over 9,000 tipped rides.

Growth Manager, Road Safety

APR 2022 – SEP 2022

- Ran experiments that reduced harsh braking and supported lower insurance costs through safer driving behavior.

Clever

JUN 2021 – APR 2022 · SAN FRANCISCO

Growth Manager, Core Users

- Implemented CDP + ESP foundations for a five-person growth team so we could segment and experiment without engineering bottlenecks.
- Built cohort-based experimentation workflows and operational dashboards used in bi-weekly executive updates.
- Delivered +10% adoption and +40% WoW retention on a core messaging rollout from user interviews.

Imagine Learning

JUL 2018 – JUN 2021 · WASHINGTON, DC

Growth Manager, LearnZillion

- Launched LearnZillion Pro from 0–1, generating 5% of company revenue within 12 months.
- Generated 28% of new business at 2,040% ROAS through integrated growth programs.

Worthix

JUL 2017 – JUL 2018 · ATLANTA

Digital Marketing Manager

- Led SEO and content operations strategy driving +378% new users and +73% organic sessions in 12 months.
- Supported podcast and thought-leadership growth systems that sustained long-term inbound visibility.

Anton Paar

JAN 2016 – MAY 2017 · RICHMOND

Digital Marketing Specialist

- Optimized landing pages through lead-form A/B testing while maintaining national digital brand consistency.
- Improved lead quality and reporting signal for monthly campaign decision-making.

EDUCATION

VCU (2015) — B.S. Mass Communications, Business Minor

Reforge (2022) — Growth Series

Thinkful (2020) — Data Analytics

SKILLS

Agency & Vendor Management	AI Automation	Analytics & Attribution	Conversion Optimization	Cross-functional Leadership		
Demand Generation	Experiment Design	Fractional Marketing Leadership	Go-to-market	Growth Strategy	Lifecycle & CRM	
Marketplace Growth	Paid Acquisition	RAG	SEO & Content	SQL & Python	Team Leadership	Vector Databases

TECHNOLOGIES

Amplitude	ChromaDB	Claude	Codex	Cursor	Figma	Google Ads	Google Analytics 4	Google Tag Manager	
HubSpot	Instantly	Klaviyo	LangChain	Looker Studio	Meta Ads	n8n	OpenAI API	Pinecone	Salesforce
Snowflake	Supabase								