

TREY NIELSEN

Consumer Growth & Digital Experience Executive
Builder of High-Performing, AI-Enabled Teams

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Consumer growth executive who builds and leads AI-enabled growth organizations that turn digital experiences into revenue. Across 11+ years in fintech, health and wellness ecommerce, SaaS, and consumer platforms, I've owned a \$5.7M digital budget, built testing programs from zero, and revived dormant revenue programs.

I connect product, brand, and the full customer journey, from landing to retention, into one North Star, then build the high-velocity teams that test into it. Because I've done the work end to end, I know what good looks like and hire for it. A co-founder and former professional baseball player, I bring a founder's ownership to every team I lead.

CAREER HIGHLIGHTS

- Elevated to co-lead digital at Young Living, owning a **\$5.7M** annual budget and cutting **\$500K+** through a tech-stack audit
- Lead digital delivery for Opensky channels that generated **\$13.4M** in NPV in 2026 YTD, including **\$9.7M** through email
- Revived a dormant home loans program to **\$5.0M** in closed loans YTD and a **\$991K** revenue pipeline
- **Tripled** delivery velocity with **zero missed deadlines** via an AI-enabled delivery model now live enterprise-wide
- Co-founded Versus as employee #1; raised **\$9M** at a **\$50M** valuation; Fast Company Top 10 Most Innovative (2023)
- Pitched to the level of Triple-A with the St. Louis Cardinals; represented Team Italy in the 2017 World Baseball Classic

SKILLS

Leadership: Growth Org Building & Hiring, High-Velocity Team Culture, Operating & Delivery Model Design, North Star Planning

Growth: Full-Funnel Conversion Optimization, Experimentation & CRO Programs, Onboarding, Lifecycle & Retention, Email & CRM (Salesforce Marketing Cloud)

Digital & AI: Digital Experience & UX/UI Design, Executive Presentation Design, Creative & Content Leadership, SEO/AEO/GEO, Custom AI Agents & Workflow Automation

EXPERIENCE

VP, Digital Experience

Oct 2025 – Present

Capital Bank N.A. | Rockville, MD

Recruited to build digital as an enterprise function at a **\$3.9B**-asset bank: a centralized, AI-enabled internal agency that delivers the digital work behind each line of business's growth goals, including fully digital Opensky's **600K+** active customers. Report to the CMO and regularly present to the executive team and board.

- Rebuilt a misaligned two-person team into 5 direct reports in my first year and direct ~10 agency team members across creative, development, and paid media partners, building a culture of speed, accountability, and high quality standards
- Lead delivery of the digital experiences and campaigns that support Opensky's acquisition funnels; those channels generated **\$13.4M** in NPV in 2026 YTD, including **\$9.7M** via email, **\$1.6M** via affiliates, and **\$1.2M** via organic and direct
- Support acquisition funnels and campaigns for commercial verticals forecasting **\$425M** in loan and **\$310M** in deposit growth and a **\$427M** mortgage origination forecast
- Revitalized Opensky Home Loans' dormant Path to Homeownership program with the bank's mortgage division, scaling email from a few thousand sends in 2025 to **~3M** in 2026 at a **14.9%** click-to-open rate and lifting lead rate from near zero to **9%**; the program has closed 22 loans worth **\$5.0M** YTD and built a **\$991K** revenue pipeline, including a **\$364K** (**~58%**) month-over-month jump driven by message-matched landing pages
- Redesigned the account application's funding step, lifting average deposit **38%** vs. control in an ~18,500-customer A/B test
- Built the bank's experimentation program from zero: cleaned up web analytics, hired a dedicated conversion-optimization lead, and shipped 8 tests from April–July 2026, now a steady rhythm of 2–3 tests per month

- Designed an AI-enabled delivery model (single intake, accurate scoping, realistic timelines) and scaled it enterprise-wide in two months, **tripling** delivery velocity (33 to 107 sprint tasks) with **zero missed deadlines**
- Built custom AI agents for repeatable, on-brand work, adopted by **15+** marketers: a branded presentation builder used by **30+** across marketing and product, a brand-trained copywriting agent, and an expense-reporting agent
- Lead AI-enabled marketing operations and SEO, AEO, and GEO strategy for marketing and product; author the AI roadmap and build the executive team's board presentations

Director, Digital Strategy

Jan 2025 – Oct 2025

Young Living | Lehi, UT

Elevated to co-lead digital for a global health and wellness brand (72 markets) after two VPs departed; owned the full **\$5.7M** annual budget (paid media, agencies, technology, contractors, headcount) and led a ~10-person creative and growth team.

- Moved the budget toward P&L accountability, forecasting test-driven revenue to show tooling paying for itself, and cut **\$500K+ (~9%)** through a tech-stack audit while holding **\$180K+** in monthly headroom
- Scaled a company-wide lifecycle marketing program, lifting retention **9.5%**; grew monthly unique visitors **11%** to **1M+**
- Managed paid-media agency partnerships for a program generating **~\$1.5M/month** on **~\$50K/month** spend

Global Head, eCommerce & Web Experience

Oct 2024 – Jan 2025

Young Living | Lehi, UT

- Rolled out an enterprise experimentation framework across all digital properties, lifting conversion **11.5%** and development velocity **50%**

Senior Manager, UX/UI

Mar 2024 – Oct 2024

Young Living | Lehi, UT

- Built design systems for **70+** global markets, cutting development time **40%**; redesigned IA, lifting search engagement **18%**

Digital Strategy & Experience Consultant

Jan 2021 – Present

Nielsen Creative Inc | Remote

- Partnered with Under Armour, NBC Sports, MLB, and Realtor.com on consumer digital experiences; led product strategy for FanOSx and designed Valvoline Global's mobile app (pre-launch)

Co-Founder & Director, Product Design

Feb 2019 – Mar 2024

Versus | Remote

- Employee #1: led research, design, and development teams (including six engineers) from 0→1 as product lead, running sprints through launch; raised **\$9M** at a **\$50M** post-money valuation
- Fast Company Top 10 Most Innovative Company (2023); featured in Forbes, Inc., USA Today, Entrepreneur, and LA Times
- Built strategic partnerships with USSSA (17.5M-contact reach) and Fellowship of Christian Athletes; sunset the business when infrastructure economics proved unviable at scale

Senior Manager, User Experience

Jan 2015 – Feb 2019

Diib | Salt Lake City, UT

- Scaled Diib Answer Engine from **5K** to **30K+** users (500K+ globally); designed SEO-tied conversion funnels that increased LTV

Professional Baseball Player, Pitcher

Jul 2013 – Jan 2018

St. Louis Cardinals Organization

- Reached Triple-A and Major League Spring Training (2016, 2017); selected by then-general manager John Mozeliak for Cardinal CORE, the organization's leadership development program for top prospects

EDUCATION & CONTINUED LEARNING

B.S., Business Communications, University of Utah

2016

Student-Athlete Academic Council; selected annually as a University of Utah representative at Pac-12 leadership conferences

Cornell University: Executive Leadership, High Performance Leadership | Product School: Product Strategy, Product-Led Growth