

MARCUS GRANT

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration, Statistics and Data Science

August 2022- May 2024

- Palmer Scholar: Wharton's highest academic distinction, only given to the Top 5% of the class; 3.97/4.00 GPA.
- Hildebrandt Award Winner: Annual award given to the top MBA student in the Statistics department.
- Teaching Assistant: assisted graduate students with applying machine learning models to business and marketing decisions.
- Wharton Analytics Fellow: Led a 6-person team to develop a computer vision model to optimize strategy for Division I sports.

YALE UNIVERSITY

New Haven, CT

Bachelor of Arts (BA), Economics and Political Science

August 2009-May 2013

- *Cum Laude*; President of Trumbull College, elected by the 450-person student body; varsity Cross Country and Track & Field

EXPERIENCE

OPEN LOOT STUDIOS

Fully Remote

Online marketplace and video game studio that generated \$170M in first-year revenue and a \$1.7B valuation at peak.

Director of Analytics

March 2024-Present

- Led AI-driven transformation of marketing, analytics, and personalization by deploying LLM-powered agents (Claude, GPT, Vertex AI), automating decision-making across acquisition, monetization, and lifecycle management for ~2.2M users.
- Owned paid acquisition of 1.5M+ users across AppLovin, Google, and X Ads; built attribution, cohort analytics, and Marketing Mix Models to optimize budget allocation and maximize ROI across channels.
- Led a 5-person team of data scientists and engineers across portfolio titles, leveraging Python, SQL, and modern AI tools to link marketing performance and user behavior to revenue forecasts, capital allocation, and long-term growth strategy.
- Partnered with C-suite across 8 partner games to define AI-enabled operating models and built experimentation frameworks to guide product, pricing, fraud detection, and marketing decisions, driving +10% NPU and +8% ARPU.

Marketing Analytics Manager

January 2022-February 2024

- Early team member, leading a 3-person team to launch a proprietary affiliate program and manage Google Ads, Meta Ads, and influencer campaigns—acquiring 600K+ users, generating \$20M in revenue, and winning the 2023 Game of the Year Award.
- Launched a proprietary influencer/affiliate program across Twitch, Twitter, and YouTube that onboarded 1,000+ creators, generating \$25M in attributable revenue and over \$100M in attributable marketplace volume in the first two years.

MERCOR INTELLIGENCE

Fully Remote

AI platform that connects companies with specialized human experts to train, evaluate, and refine AI models

AI Program Reviewer

May 2025-Present

- Collaborated with a leading AI lab to design evaluation frameworks and prompt architectures for LLM-based business and marketing use cases, improving model reasoning quality and applicability to real-world decision-making.

VERIZON

Basking Ridge, New Jersey

AI Products and Platforms Development Team.

Strategy & AI Implementation Intern

May 2023 - September 2023

- Developed and deployed an AI-driven financial simulation engine (“digital twin”) for promotional strategy, enabling scenario-based decision-making that identified \$40M in budget reallocation and improved ROI by 4.5%.

UNITED STATES ARMY

United States; Republic of Korea; Afghanistan

Decorated Ranger- and Jumpmaster-qualified infantry officer; Special Operations veteran with combat deployment.

Headquarters Company Commander, 1st Cavalry Division

September 2019-March 2023

- Managed operations for a 135-person organization, overseeing logistics, personnel coordination, and \$53M in equipment.
- Designed and synchronized the pre-deployment training for over 650 Soldiers; hand-selected by the brigade commander as the operations section leader, a position billeted for Majors with more than 12 years' experience; ranked #1 out of 33 captains.

Company Executive Officer, 75th Ranger Regiment

December 2017- August 2019

- Military liaison and Special Operations advisor to Ambassador John Bass; facilitated/chaired negotiations among senior U.S., Afghan, and Taliban leadership; awarded the Bronze Star; ranked #1 out of 35 captains and lieutenants.
- Served as second-in-command of a 120-person special operations unit, overseeing operations, logistics, and personnel.
- 2013 – 2016: Officer Candidate School, Ranger School, Airborne School, Platoon Leader in the 82nd Airborne Division.

ADDITIONAL INFORMATION

- **Technical Skills:** AI Transformation, LLM Applications (Claude, GPT, Vertex AI), Agent-Based Automation, Marketing Strategy, Financial Modeling & Forecasting, Experimentation & Causal Inference, Growth Strategy
- **Interests:** Long-Distance Running (30:20 10KM & 2:30 Marathon), Duolingo (+6-year streak), Sketching, Jiu Jitsu.