

Contact

www.linkedin.com/in/vasamartinez
(LinkedIn)
linkpop.com/perfy (Company)

Top Skills

Social Media
Social Media Marketing
Social Networking

Certifications

Klaviyo Master Silver Partner
Certified SMS Marketer
Advertising and Marketing
Communication Strategy
Privy Partner

Vasa Martinez

Founder @ Perfy & Growthbuster | Inc. 500 CMO and CEO | Prev.
Quest Nutrition, Legendary Foods
Torrance, California, United States

Summary

Vasa has over a decade of experience growing some of America's fastest-growing food and beverage brands. He is the founder and CEO of growthbuster, a remote marketing agency that specializes in marketing, sales, and operations.

As the CMO of Outer Aisle, Vasa led the marketing strategy and execution, resulting in a 5001% growth rate from 2018 to 2021 and landing the company on the Inc. 500 for three years straight.

He has also established growthbuster as a CPG marketing powerhouse, ranking #15 on AdWeek's list of fastest-growing agencies in 2021 and #43 on Inc. 500's list of fastest-growing companies in the Pacific region in 2022.

In addition, Vasa launched his own low-sugar soda company, Perfy, in February 2022, with a mission to support metabolic and cognitive health. The company is a tribute to his late mother, whom he nicknamed "Perfy" as a kid, as well as the 12+ other friends and family Vasa has lost since 2018.

Vasa is a proven strategic thinker and integrated marketer whose ingenuity, passion, and tenacity make him an invaluable partner for emerging and established brands.

Experience

Perfy

Founder & CEO

February 2022 - Present (2 years 10 months)

Los Angeles Metropolitan Area

low sugar soda enhanced with a blend of l-theanine, turmeric, and ashwagandha for a happy you.

growthbuster

founder

July 2017 - Present (7 years 5 months)

Greater Los Angeles Area

Growthbuster is the social media marketing agency for food & beverage startups that leverages marketing + sales + ops to grow some of Inc.'s fastest-growing companies in America.

AdWeek 15th Fastest-Growing Agency (2021)

Inc. 500 Regionals Fastest-Growing Company (2022, #43 Overall)

Outer Aisle

Chief Marketing Officer

February 2020 - December 2023 (3 years 11 months)

Helped grow the company 5001% from 2018-2021. 3x fastest-growing company in California (2020-2022) and 2x fastest-growing company in the US (2020-2021).

Legendary Foods LLC

Marketing Director

August 2017 - May 2019 (1 year 10 months)

Los Angeles, California

Quest Nutrition

3 years 4 months

Sr. Marketing Manager, Influencers & Partnerships

October 2016 - February 2017 (5 months)

El Segundo, California

Sports Marketing Manager

November 2013 - October 2016 (3 years)

El Segundo

Baja Sharkeez Restaurant Group

Manager

October 2009 - March 2015 (5 years 6 months)

Hermosa Beach, California

Education

University of California, Los Angeles

Bachelor of Arts (B.A.), International Development Studies · (2003 - 2007)