



...“the change Rorie brought when coming in as an Interim was truly amazing and we started to feel like we were firing on all cylinders”...

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“..interim.team have been absolutely essential in helping us make smart, fast and pragmatic decisions from architecture, product development & shipping process, through to very executional projects such as first steps growth hacking & local SEO optimisation...”

Dharmash Mistry

*Founder and CEO Blow Ltd*



“interim.team are really helping us growth hack our start up Workteam. Their experience helping other companies grow and be successful is really proving invaluable”

Simon Bates

*Founder and CEO WorkTe.am*



## Rorie Devine

Growth Hacker

Rorie is the author of the Growth Hacking Wiki (<https://interim.team/growth-hacking-wiki/>) and an experienced and successful growth hacker with many successful engagements under his belt. He loves the creative, cross functional and results driven nature of growth hacking and is relentless in achieving desired results

### EXPERTISE

- ★ Growth hacking workflows/sprints and rituals.
- ★ Product/Market fit and MVP (Minimum Viable Product) creation.
- ★ Persona/cohort creation and analysis.
- ★ Mobile and Web usage analysis (bounce/conversion rate).
- ★ Facebook, LinkedIn Twitter & email marketing.
- ★ Organic SEO and PPC, A/B Testing.
- ★ TOF/MOF/BOF (Top of Funnel/Middle of Funnel/Bottom of Funnel).
- ★ Referral marketing, competitions, viral loops and coefficients.
- ★ Growth partnership opportunity identification and creation.
- ★ WordPress rapid deployment, content creation and marketing.
- ★ Progressive Web Apps and Accelerated Mobile Pages (AMP).
- ★ Photoshop, SQL, HTML/CSS/JavaScript and Go (Google Golang).

### CASE STUDIES

- “Productization” of AI (using Neural Networks for financial market prediction).
- Data driven approaches to identify and move key growth metrics.

### SELECTED CLIENTS

**Blow Ltd** <https://www.blowltd.com/>

“Uber for Beauty” app that has recently secured £7.5m in funding from Debenhams.

**Home Solutions by John Lewis** <https://homesolutions.johnlewis.com/>

Tradespeople underwritten by John Lewis on demand app recently launched nationally.

**Cookwell From Waitrose** <https://cookwell.waitrose.com/>

Pivot from Waitrose into recipe and ingredient box delivery.

**interim.team** <https://interim.team>

#HighROI temporary team members. Number #1 #2 #3 and #4 for “interim growth hacker” in Google UK organic search results.