

Michael Galvin

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EDUCATION

Columbia University, New York, N.Y.

B.A. in Financial Economics | **GPA: 3.8** | May 2025

- **Honors:** Departmental Honors in Economics, Dean's Honor List
- **Awards:** Columbia Honors Society; 2024 Columbia University Service Award
- **Relevant Coursework:** Corporate Finance, Financial Economics, Econometrics, Calc-based Statistics, Multivariate Calculus, Industrial Organization, Economics with Python

EXPERIENCE

Head of Growth, *Sage*, New York, N.Y.

March 2026 – Present

- Built and deployed AI agents to automate outbound prospecting, outreach, and inbound response handling, scaling weekly outreach 4x without adding headcount and escalating priority conversations for human follow-up.
- Established Sage's product analytics and reporting system in Mixpanel, defining its North Star metric, KPI framework, event taxonomy, and dashboards across acquisition, activation, engagement, and retention.
- Own a \$5K monthly paid acquisition budget across app-install and web campaigns, directing audience strategy, spend allocation, creative testing, conversion tracking, and weekly optimization.
- Drove full-funnel growth across user research, channel testing, onboarding, email, and push notifications, turning customer and performance insights into activation and retention experiments.

Brand Partnerships & Campaign Strategy Manager, *Independent*, New York, N.Y.

June 2026 – Present

- Built a multi-agent system that runs the partnership pipeline end-to-end, from brand sourcing and outreach to QA and meeting booking, surfacing only high-fit brands for personal negotiation on behalf of creators with a combined audience of 1.1M+.
- Generated \$60K in brand partnership revenue for one creator in a single month from the agent-built pipeline, exceeding his previous full-year total of \$50K.
- Designed campaigns end-to-end, translating partner growth goals into creative briefs and cross-platform activations including competitions, livestreams, short-form content, and stories.

Founder, *Nibl*, New York, N.Y.

May 2026 – August 2026

- Built and launched a food delivery startup from 0→1, securing 6 CPG brand partners, 100+ restaurant LOIs, and 3 office partnerships.
- Owned customer acquisition across grassroots, paid, and organic channels, launching and testing the company's initial GTM motion through door-to-door outreach, flyering, Meta ads, and social content.
- Led product and GTM iteration based on early user and market feedback, managing the team through a transition from a WhatsApp-based MVP to a standalone app in under 2 months.

GTM & Data Insights Manager, *WOM (a16z Speedrun 006)*, Los Angeles, C.A.

September 2025 – May 2026

- Recruited and managed a college ambassador network that acquired 500+ early users, owning campus strategy and on-the-ground activation.
- Conducted 100+ user interviews, synthesizing qualitative findings with funnel and cohort analytics to produce actionable product strategy reports; identified payment drop-off leading to a Stripe to Venmo switch that increased payment connection completion by 60%.
- Automated restaurant-content research with a TikTok scraper that compiled 5,000+ entries on visits, dishes, and sentiment, directly informing in-app content and growth strategy.

PROJECTS

Honors Senior Thesis, *Columbia Economics Department*, New York, N.Y.

August 2024 – May 2025

- Labeled and organized 37,000+ individual records, classifying counties into high- and low-fire zones based on acres burned.
- Built a geospatial dataset and applied linear and logistic regression models to evaluate the impact of fire camp placement on recidivism.
- Created Python-based visualization tools to communicate geographic patterns and statistical findings to broader audiences.

Vice President, *Columbia University Criminal Justice Coalition Club*, New York, N.Y.

September 2023 – January 2025

- Coordinated logistics for a 5,000+ item book and clothing drive, meeting strict deadlines and facilitating communication among external partners.
- Fostered strong communication within the team, enhancing collaboration and increasing membership by 25% through strategic outreach.

Treasurer, *Columbia University Student Council*, New York, N.Y.

September 2023 – May 2024

- Optimized the allocation of a \$650K student organization budget, cutting inefficiencies and improving discretionary spending.
- Proposed a fee restructuring model, successfully raising the student activities fee by \$14 per student to fund new initiatives.

SKILLS AND INTERESTS

- **Language:** English, Spanish
- **Technical Skills:** LLM APIs (OpenAI, Grok), n8n, Zapier, API integrations, prompt engineering, agent workflows, Python, Stata, Excel, Mixpanel
- **Interests:** Poker, Chess, Competitive Swimming, Golf, Running