

# Lead of Consumer Growth

Oply | Nashville, TN or Remote | Full-Time

---

## About Oply

Every homeowner in America faces the same problem: their home is their largest asset, and most people have no real system for managing it. Maintenance gets deferred, emergencies catch them off guard, and finding trustworthy professionals is a frustrating, fragmented experience that hasn't meaningfully improved in decades.

Oply is changing that. We are a home management platform built around a predictive engine that tells homeowners what their home needs before problems arise, and connects them directly with vetted professionals to get the work done. Think of it as the intelligent operating system for your home: proactive, personalized, and built around the homeowner who cares about simplifying their life.

The home services market is a \$600 billion industry that remains largely undigitized, and we are building the platform that becomes the standard for how American homeowners manage their homes.

## Where We Are

Oply has spent the past year building the product foundation and supply-side infrastructure required to scale with confidence. On the supply side, we have an established and growing network of home service professionals integrated through leading field service CRMs, with additional integrations currently in progress. Pro retention is exceptional and we hold the highest Net Promoter Score of any lead generation integration on our primary marketplace partner. A new feature launching in Q2 will ensure nationwide professional coverage for homeowners in any market.

On the demand side, our organic content engine generated more than 14.5 million combined views across platforms in Q1 2026 with zero paid media spend. Our core audience, the proactive homeowner, is already finding us organically. With the predictive engine live as of April 2026, we are now ready to formally scale homeowner acquisition for the first time, and this role is how we do that.

## The Opportunity

This is Oply's first dedicated growth hire, and it is one of the most important hires we will make as a company. The person in this role will own the full homeowner acquisition function from strategy through execution, working directly alongside the founding team, the product and engineering team, and our partnerships associate.

This is a hands-on, individual contributor role. The right candidate is someone who thrives in a builder environment: comfortable owning strategy and execution simultaneously, energized by building systems from scratch, and motivated by the direct connection between their work and the company's growth trajectory. This person will collaborate closely with our growth and partnerships associate, who is developing a home service pro referral channel that will become a significant homeowner acquisition source.

There is no team to inherit, but there is a strong product, a large and engaged top of funnel, signed distribution partnerships, and a founding team fully committed to resourcing and supporting this function.

## **Responsibilities**

*The core mission of this role is simple: get homeowners to use Oply. Everything else is in service of that.*

### **Own**

#### **User Acquisition, Activation, and Retention**

This is the primary responsibility of the role. Getting homeowners to download Oply, complete their home profile, and become active, returning users is the job. This person will own the full acquisition funnel from first touch to long-term engagement: defining activation milestones, owning lifecycle communications including push notifications, email, and in-app messaging, and obsessing over the metrics that show homeowners are not just downloading the app but actually using it. Every strategy, every campaign, and every experiment should be evaluated against one question: is it getting more homeowners into Oply and keeping them there?

#### **Paid Acquisition**

Design and launch Oply's first paid media program, building attribution infrastructure from the ground up, establishing cost-per-acquisition benchmarks, and managing campaigns across Meta, TikTok, Apple Search Ads, and Google. This person will own the full paid channel including creative strategy, budget allocation, optimization, and reporting.

#### **Organic-to-Download Conversion**

We have built significant top-of-funnel awareness through organic content, and the immediate priority is closing the gap between content viewership and app installs through stronger calls to action, social attribution infrastructure (UTM links, platform-level tracking), and a structured conversion playbook applied consistently across our creator partnerships and social channels.

#### **Experimentation and Performance Reporting**

Build and maintain a structured growth experimentation cadence, define the metrics that matter, report on them consistently, and create a culture of testing and iteration.

### **Support**

#### **Brand, Messaging, and Web Presence**

Before acquisition can scale, the message has to be right and it has to be consistent. This person will collaborate on refining Oply's brand positioning and core messaging, and ensuring it is applied cohesively across every touchpoint: the website, social channels, paid creative, email, partnerships, and in-app communications. A homeowner should have the same clear understanding of what Oply is and why it matters whether they encounter the brand through a TikTok video, a Google ad, or the app store listing. This extends to the website: our engineering team will handle the build, but this person will help define how the brand comes to life on the

site, shaping the messaging and user journey from landing page to download so it works as a true conversion asset.

## **Partnership Channel Development**

Work alongside our partnerships team to develop and activate distribution agreements with inspection, insurance, and warranty companies along with our influencer network. These will become measurable acquisition channels, with a consistent brand and messaging framework applied across all of them.

## **Qualifications**

- 6+ years of experience in growth marketing, performance marketing, or consumer user acquisition
- You have personally led the growth of a consumer mobile app from early traction to meaningful scale, with a clear line of sight between your work and measurable user growth
- Demonstrated success growing a consumer mobile application, with fluency in acquisition, activation, and retention metrics
- Experience developing and applying brand positioning and messaging across multiple distribution channels
- Direct, hands-on experience managing paid media campaigns across Meta, TikTok, Apple Search Ads, and Google
- Experience building or rebuilding attribution infrastructure and working with tools such as Firebase, AppsFlyer, Branch, PostHog, or Amplitude
- A track record of owning a growth metric (downloads, CAC, retention rate) with direct ownership of outcomes and material improvement over time
- Strong analytical instincts and comfort operating in an environment where data infrastructure is still being built
- Enough technical fluency to work independently on analytics instrumentation, basic queries, and lightweight integrations, with minimal reliance on the engineering team

### **Preferred:**

- Prior experience as a first or early growth hire at a high-growth startup
- Background in home services, real estate, or adjacent verticals
- Experience identifying and scaling non-traditional acquisition channels, including community-led, partnership-led, creator-led, and other low-cost experimental growth tactics
- Experience designing measurable acquisition programs in partnership with content creators or influencers
- Comfortable working directly in a codebase: able to instrument analytics events, build or modify internal dashboards, and implement lightweight integrations without relying on engineering support

## **Why This Role**

With the product live, the supply side self-sustaining, organic awareness already at scale, and signed partnerships beginning to activate, the person who joins now will build Oply's growth function from the ground up in a market with no clear digital incumbent, supported by a founding team that has already done the hard work of proving the product and the demand. This role comes with meaningful equity in an early-stage company with a large market opportunity, a competitive salary, and direct access to the leadership team. We are building the platform that every homeowner in America relies on to manage their home.

## **Compensation**

Competitive base salary commensurate with experience. Meaningful early-stage equity. Details provided to qualified candidates.

---

## **Point of Contact**

Lindsey Chrismon, Co-founder & CEO | [lindsey@oply.app](mailto:lindsey@oply.app)

Gabe Chrismon, Co-founder & COO | [gabe@oply.app](mailto:gabe@oply.app)