

BEN HORCH

LIFECYCLE MARKETING & GROWTH CONTRACTOR | EMAIL | ORGANIC GROWTH | CONTENT STRATEGY | CONVERSION

Missouri | Remote, U.S. | Contract / Temporary | 8-15 hrs/week | Flexible / async preferred
417-422-3213 | bhorch45@gmail.com | borsintel.com/contract | linkedin.com/in/benjamin-horch-0a5331191

CONTRACT PROFILE

Hands-on marketing operator with nearly four years building audiences, lifecycle email, content systems, conversion websites, and recurring-revenue funnels. Currently works in Marketing & Operations at Alpha Social Media and previously built Bors Finance from zero. Best fit for focused remote contract assignments where an experienced operator can take ownership quickly, execute independently, and report against measurable outcomes.

PROOF IN 10 SECONDS

\$775K+ documented online sales	0 -> 62K+ organic Facebook	~10.7M historical views	35.53% weighted email open	45.1% latest measured open
---	---	-----------------------------------	--------------------------------------	--------------------------------------

EXPERIENCE

ALPHA SOCIAL MEDIA | 2026 - PRESENT

Marketing & Operations

- Works inside an active full-service agency environment spanning social, content, web, campaigns, and growth for client accounts.
- Supports marketing execution and operations across multiple active priorities, deadlines, approvals, and client deliverables.
- Brings current agency-side experience to contract work: existing processes, stakeholder communication, production pressure, and work that has to ship.

BORS FINANCE | OCT 2022 - PRESENT

Founder | Organic Growth, Content & Conversion

- Founded the brand and built every social channel from zero across Facebook, X, Instagram, TikTok, YouTube, community, and email.
- Grew Facebook from 0 to 62K+ page likes; historical video performance reached ~10.7M views and a 43.8K subscriber peak, with individual public Reels reaching 550K+ views.
- Built the path from attention to purchase across content, lead capture, landing pages, checkout, subscriptions, email, retention, customer feedback, and support; documented lifetime online sales exceed \$775K.

THE FIFTH SIGNAL | 2026 - PRESENT

Founder | Lifecycle Email, Growth & Web

- Reactivated and operated an ~22K-subscriber email audience; five measured campaigns delivered 112,144 emails at a 35.53% weighted open rate, with the latest measured campaign reaching 45.1%.
- Designed, wrote, developed, and deployed the customer-facing website and acquisition-to-retention funnel across landing pages, lead capture, checkout pathways, lifecycle email, membership delivery, and support.
- Shipped 30+ website, funnel, and product iterations using performance data and customer feedback.

BEST-FIT CONTRACT SCOPE

Lifecycle / Email Marketing | Content Strategy | Organic Growth Strategy | Growth Marketing | Conversion / Funnel Optimization | Marketing Operations

Core tools and capabilities:

Email/CRM, segmentation, nurture, content operations, social strategy, scriptwriting, landing pages/CRO, HTML/CSS/JavaScript, GitHub, Netlify, Beehiiv, Telegram, AI-assisted research and workflow documentation.

SELECTED PROOF

Contract portfolio: borsintel.com/contract | Evidence library: borsintel.com/evidence/ | Bors Facebook: facebook.com/borsfinance/ | The Fifth Signal: thefifthsignal.com