

ONE OPERATOR · EVERY LAYER OF GROWTH

# Your unfair advantage in growth.

I help companies and talent break through. I **built and scaled products used by billions** at Instagram and Google, and today I run my own company. Now I am your whole growth team in one person: **strategy, product, ads, and content that ships**. No agency overhead, no committees, no junior bench. Just the senior operator, all-in on your problem.

<p><b>Billions</b></p> <p>of users on products I shipped at Instagram &amp; Google</p>	<p><b>100M+</b></p> <p>reached by Instagram Notes, a product I conceived &amp; launched</p>	<p><b>\$555M</b></p> <p>Dropcam exit to Google, where I was on the early team</p>	<p><b>500-1K</b></p> <p>likes in days on my recent organic social posts</p>
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## WHAT I DO

<p><b>Product</b></p>	<p>Blank page to shipped. I have launched new consumer products at Instagram and Google, not just added features.</p>
<p><b>Growth &amp; experiments</b></p>	<p>Acquisition, activation, retention. I find the lever and the test that proves it, then make it compound.</p>
<p><b>Paid acquisition &amp; ads</b></p>	<p>Meta and Instagram ads end to end: creative, targeting, conversion tracking, and optimization that converts.</p>
<p><b>Organic social &amp; content</b></p>	<p>Hands-on, not just strategic. I make social that breaks through, with recent posts going viral in days.</p>

**Growth is not a channel. It is a system. I work the whole loop.**

**HOW I THINK**

## WHO I WORK WITH

- Tech & startups
- Small business
- Athletes, creators & talent

**Let's build your unfair advantage.**

Scott Velicer  
 scott@nectarous.coffee  
 linkedin.com/in/scottvelicer