

Michael McCoy

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WORK EXPERIENCE

Marketing Contractor	Jul. 2025 – Present
Director of Growth Marketing	Dec. 2023 – Mar. 2025
<i>Collective Retreats</i>	<i>Remote</i>
<ul style="list-style-type: none">Owned growth across all digital initiatives for a category-defining outdoor hospitality company. Balanced performance, lifecycle, and brand marketing to scale acquisition and improve conversion at every stage of the funnel.<ul style="list-style-type: none">Increased monthly web sessions by 69% and organic search traffic by 57% through enhanced SEO and content strategies.Improved onsite conversion rates by 76% (driving a 197% increase in bookings) and drove an 838% increase in ROAS via targeted paid media campaigns.Managed all digital infrastructure (CMS, SEO, CRM, booking engine, PMS, CRS), enabling scalable, data-backed decision-making.Rebranded and scaled an affiliate-style sub-brand (The Conservatory Collective), growing traffic by +815% and improving conversions by +116%.Built executive dashboards connecting marketing performance to revenue outcomes and LTV.	
Director of Growth Marketing	Aug. 2023 - Oct. 2023
<i>Sagra Farms</i>	<i>Remote</i>
<ul style="list-style-type: none">Early marketing hire brought on to build a demand gen engine from scratch. Implemented foundational growth infrastructure and cross-domain analytics within 30 days.Deployed GTM strategy across B2B and B2C verticals, including lifecycle, CRO, and paid media.Company shut down shortly after I was hired due to funding issues.	
Performance Marketing Director	Mar. 2019 – Aug. 2023
<i>Theo Agency</i>	<i>Portland, OR</i>
<ul style="list-style-type: none">Joined as employee #1 and played a key role in scaling the agency to over 40 employees by developing high-impact performance marketing offerings, securing marquee accounts, and building a foundation for sustainable growth.Led full-funnel digital strategy across DTC, B2B, and B2B2C clients, integrating paid media, MarTech, and analytics to launch and optimize campaigns that consistently delivered measurable ROI.<ul style="list-style-type: none">CrowdStreet Case Study: Drove +62% YoY acquisition growth at a 90% improvement in CACDirected acquisition efforts across Google, Meta, OTT/CTV, and programmatic channels, while also overseeing CRM, email, and lifecycle marketing to maximize customer retention and long-term value for our clients.Collaborated with executive leadership to define and implement OKRs and SOPs, while creating proprietary automation tools to streamline testing, auditing, and reporting processes for greater operational efficiency.	
Director of Digital Media	Feb. 2013 – Mar. 2019
<i>Ansira (Previously Sq1 Agency)</i>	<i>Portland, OR</i>
<ul style="list-style-type: none">Oversaw \$20MM+ in annual media spend across a portfolio of marquee clients, leading the development and execution of full-funnel strategies spanning brand awareness, lead generation, and retention.<ul style="list-style-type: none">Aflac Case Study: Improved B2C lead conversions by 194% and B2B leads by 257%, YoY on a flat budget.Served as a trusted advisor for clients navigating complex MarTech landscapes—guiding platform selection, integration, and optimization to unlock new performance opportunities and improve attribution clarity.	

- Managed and mentored a team of four specialists and managers, fostering a high-performance culture focused on strategic thinking, data fluency, and continuous learning.
- Acted as the agency's subject matter expert in SEM, paid social, display, native advertising, and onsite optimization—regularly leading cross-functional initiatives and internal training.

EDUCATION

Bachelor of Science

University of Oregon, School of Journalism & Communication

Graduated in 2012

Eugene, OR

- Major: Advertising (3.94 GPA); Minor: Multimedia (3.80 GPA)
- 1st Place, JCOM 461 Capstone Campaign Competition
- Studied abroad in Europe, North Africa & the Middle East

SKILLS

Growth marketing; demand generation; digital advertising (paid search, paid social, display, etc.); SEO strategy; AEO strategy; funnel optimization; email marketing; media buying; lead generation; A/B testing; performance analytics; HubSpot; Salesforce; Google Analytics; Looker; Tableau; WordPress; landing page optimization; affiliate marketing; content strategy; marketing automation; brand development; B2B and B2C marketing; CRM management; campaign reporting; team leadership; cross-functional collaboration; storytelling and copywriting.