

# Michael McCoy

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## WORK EXPERIENCE

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### Marketing Contractor

Jul. 2025 – Present

### Director of Growth Marketing

Dec. 2023 – Mar. 2025

*Collective Retreats*

*Remote*

- 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.
  - 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

*Sagra Farms*

*Remote*

- 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

*Theo Agency*

*Portland, OR*

- 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.
  - CrowdStreet Case Study: Drove +62% YoY acquisition growth at a 90% improvement in CAC
- Directed 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

*Ansira (Previously Sq1 Agency)*

*Portland, OR*

- 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.
  - 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

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### Bachelor of Science

**Graduated in 2012**

*University of Oregon, School of Journalism & Communication*

*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

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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.