



MORGAN AVENIA

Performance Marketing & Growth Leader

CONTACT

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CORE EXPERTISE

- ◆ Paid media strategy & ops
- ◆ Regulated / restricted acquisition
- ◆ Attribution & analytics repair
- ◆ Funnel & CRO systems
- ◆ Lifecycle & retention
- ◆ Forecasting & CAC:LTV
- ◆ Cross-functional leadership

PLATFORMS

Google Ads, Meta, Microsoft, LinkedIn, TikTok, programmatic, native, CTV. GA4, GTM, consent mode, server-side, Looker Studio, Triple Whale, Shopify Plus, Klaviyo, HubSpot, Attentive.

CERTIFICATIONS

Google Ads (Search, Display, Shopping) · GA4 · Meta Certified · Microsoft Ads · SEMrush SEO/SEM · HubSpot Email · CHDM (HSMIAI)

EDUCATION

B.A. Theatre
SUNY Plattsburgh

Profile

Performance marketing and growth leader with 12+ years building acquisition systems in regulated, signal-constrained, and operationally complex markets. I've managed seven-figure monthly budgets, scaled paid media across 14 markets, and built the compliant engine behind **\$22M+ in attributed revenue**. Strategist and technician both, trusted to set the forecast and repair the attribution underneath it.

Signature Impact

- ◆ Built compliant paid media infrastructure across 14 regulated U.S. markets, **\$22M+ attributed at 6.94x ROAS**, with zero platform account restrictions.
- ◆ Scaled from 2 to 14 markets managing **\$1M+ monthly budgets**, and delivered **\$13.8M+** in 2024 programmatic revenue.
- ◆ Repaired Shopify Plus, GA4, GTM, consent mode, and cross-domain tracking into decision-quality reporting.

Experience

ClearLeaf Compliance

2026 — PRESENT

Founder & Principal Growth Strategist · *cannabis, hemp & CBD media review*
clearleafcompliance.com

- Founded a compliance and media review desk that catches risky claims, platform issues, and measurement gaps before regulated campaigns go live.

Green Thumb Industries (GTI)

2022 — 2025

Performance Marketing Manager · *top-tier multi-state cannabis operator*

- Scaled paid media from 2 to 14 markets and built the compliant engine behind **\$22M+ attributed at 6.94x ROAS**, managing \$1M+ monthly budgets.
- Delivered \$13.8M+ in 2024 programmatic, plus tentpoles at \$3.4M (16.3x), \$607K+ (25.94x), and \$795K+ (10.56x ROAS), with multi-domain tracking to protect measurement.

5280 Brands

2025 — 2026

Paid Media & Digital Performance Manager · *regulated DTC wellness*

- Ran Google Search, Shopping, PMax, and Meta with policy-safe structures for CBD and THC ecommerce.
- Repaired Shopify Plus attribution, checkout tracking, GA4, consent mode, UTM, and cross-domain measurement.

RISE Dispensaries

2019 — 2022

Digital Marketing & Growth Manager · *regulated retail*

- Owned email, SMS, paid media, SEO, web, lifecycle, and CRO. Drove **40% YoY organic acquisition growth**.

Theory Wellness

2019 — 2020

Marketing & Customer Experience · *early MA adult-use launch*

- Built marketing, CX, and a Zendesk omnichannel platform during a fast-moving market launch.

Miraval Resorts

2016 — 2019

Marketing Coordinator & SEM Specialist · *luxury hospitality*

- Owned paid search and the search-led naming strategy through the Cranwell to Miraval Berkshires rebrand. CHDM certified.

Earlier. Fractional Paid Media & Growth Consultant (2017–present). Uplift, Inc. SEM Specialist in fintech, plus experiential hospitality and nonprofit marketing.