

\$22M+

ATTRIBUTED REVENUE

6.94_x

AVERAGE ROAS

\$1M+

MONTHLY BUDGET MANAGED

Twelve years of Google Ads, Meta, programmatic, and shopping for eCommerce and retail, including six in cannabis and hemp with zero platform account restrictions. Scaled paid media from two regulated markets to fourteen, with \$15M+ directly attributable.

SKILLS

PAID MEDIA	Google Ads across Search, Shopping, Performance Max, Display, and YouTube. Meta, Microsoft, LinkedIn, and TikTok Ads. Programmatic display, native, and CTV.
ANALYTICS	GA4, Google Tag Manager, consent mode, server-side tracking, cross-domain tracking, UTM governance, Looker Studio, Triple Whale, Northbeam.
ECOMMERCE	Shopify Plus, landing pages, checkout tracking, A/B testing, conversion rate optimization.
LIFECYCLE	Klaviyo, HubSpot, Attentive, Zendesk, email and SMS.
STRATEGY	Budget management past \$1M monthly, forecasting, CAC and LTV modeling, executive reporting, advertising compliance in regulated categories.

EXPERIENCE

Co-Founder and Principal Growth Consultant

DEC 2017 TO PRESENT

ClearLeaf Digital · Remote

- Advise founders and marketing leaders on paid media strategy, attribution repair, funnel architecture, and compliant campaign QA for cannabis, hemp, and other regulated categories.
- Build measurement plans, creative guardrails, and executive-ready budget, CAC, and LTV recommendations.

Paid Media and Digital Performance Manager

JUL 2025 TO JAN 2026

5280 Brands · Denver, CO, remote

- Owned Google Search, Shopping, Performance Max, Meta, and supporting channels for DTC wellness brands, using policy-safe account structures for CBD and THC eCommerce.
- Repaired Shopify Plus attribution, checkout tracking, GA4, consent mode, UTM, and cross-domain measurement so revenue reporting matched actual sales.
- Connected creative, landing page, and revenue signals into a single performance view for leadership.

Performance Marketing Manager

MAR 2022 TO JUL 2025

Green Thumb Industries · Chicago, IL, remote

- Scaled paid media from 2 to 14 regulated U.S. markets and built the program behind **\$22M+ in attributed revenue at 6.94x average ROAS**, including \$15M+ directly attributable.
- Managed \$1M+ monthly budgets across search, shopping, paid social, programmatic, native, and display with zero platform account restrictions.
- Delivered **\$13.8M+ in 2024 programmatic revenue** through audience, creative, and market-level strategy.
- Built multi-domain landing page and tracking systems, plus tentpole campaigns producing \$3.4M at 16.3x, \$607K+ at 25.94x, and \$795K+ at 10.56x ROAS.

Digital Marketing and Growth Manager

JUL 2019 TO MAR 2022

RISE Dispensaries · West St. Paul, MN

- Owned email, SMS, paid media, SEO, web, lifecycle, and CRO for a regulated retail market, increasing organic acquisition 40% year over year.
- Built customer education, segmentation, retention, and acquisition programs across age-gated eCommerce and new market expansion.

Marketing and Customer Experience

APR 2019 TO APR 2020

Theory Wellness · Great Barrington, MA

- Built marketing, CRM, and customer communications during the Massachusetts adult-use launch, including an omnichannel Zendesk platform spanning phone, email, chat, and knowledge base.

SEM Specialist, contract

2017 TO 2020

Uplift, Inc. · Remote

- Rebuilt paid search architecture, competitor strategy, ad relevance, and quality score optimization for a high-growth fintech lending brand.

Marketing Coordinator and SEM Specialist

DEC 2016 TO MAY 2019

Miraval Resorts / Cranwell Resort · Lenox, MA

- Managed paid search, display, SEO, creative, and Shopify retail marketing through the brand's transition to Miraval Berkshires.
- Recommended the Miraval Berkshires name using SEO and semantic analysis during the rebrand.

EARLIER

2017	SEM Specialist, Travaasa Experiential Resorts
2014 TO 2016	Social Media and Marketing Coordinator, Option Institute and Autism Treatment Center
2011 TO 2013	Assistant Manager, Planet Fitness

CREDENTIALS

EDUCATION	Bachelor of Arts, Theatre. State University of New York at Plattsburgh.
GOOGLE	Google Ads Search, Display, and Shopping. Google Analytics 4, Advanced.
PLATFORMS	Meta Certified. Microsoft Advertising Search. SEMrush SEO/SEM. HubSpot Email Marketing.
INDUSTRY	Certified Hospitality Digital Marketer, HSMAl.