

MORGAN AVENIA

Performance Marketing & Growth Leader

Regulated markets · Paid media infrastructure · Revenue systems

Pittsfield, MA · Remote | (518) 751-0396 | morganavenia@gmail.com | linkedin.com/in/morganavenia | morganavenia.com

PROFILE

Performance marketing and growth leader with 12+ years building acquisition systems where regulation, fragmented signals, and operational complexity make standard playbooks fail. Managed \$1M+ monthly media budgets, scaled paid media across 14 markets, and built programs credited with \$22M+ in attributed revenue. Equally comfortable setting growth strategy, repairing attribution, and translating performance into executive decisions.

SIGNATURE IMPACT

- Built compliant paid media infrastructure across 14 regulated U.S. markets, producing \$22M+ in attributed revenue at 6.94x ROAS with zero platform account restrictions.
- Managed \$1M+ monthly budgets across search, shopping, paid social, programmatic, native, and lifecycle-connected media.
- Delivered \$13.8M+ in 2024 programmatic revenue and tentpole programs at 16.3x, 25.94x, and 10.56x ROAS.
- Repaired Shopify Plus, GA4, GTM, consent mode, UTM, and cross-domain tracking into decision-quality reporting.

EXPERIENCE

ClearLeaf Compliance

2026 – Present

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

- Founded a compliance and media review desk that helps regulated growth teams catch risky claims, platform issues, creative concerns, and measurement gaps before campaigns launch.
- Translate 12+ years of restricted-category operating experience into practical campaign QA, safer copy direction, and stronger launch-readiness workflows.

Fractional Paid Media & Growth Consultant

2017 – Present

Growth Strategy, Paid Media & Attribution · *multi-industry · remote*

- Advise founders and marketing leaders on paid media strategy, attribution repair, funnel architecture, and growth planning across regulated and high-constraint categories.
- Build roadmaps, measurement plans, creative guardrails, and executive-ready budget, CAC, LTV, and scale recommendations.

5280 Brands

2025 – 2026

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

- Owned Google Search, Shopping, Performance Max, Meta, and supporting channels with policy-safe structures for CBD and THC eCommerce.
- Repaired Shopify Plus attribution, checkout tracking, GA4, consent mode, UTM, and cross-domain measurement while connecting creative, landing-page, and revenue signals.

EXPERIENCE, CONTINUED

Green Thumb Industries (GTI)

Mar 2022 – Dec 2024

Performance Marketing Manager · *multi-state regulated retail*

- Scaled paid media from 2 to 14 markets and built the compliant engine behind \$22M+ in attributed revenue at 6.94x ROAS, including \$15M+ directly attributable.
- Managed \$1M+ monthly budgets and delivered \$13.8M+ in 2024 programmatic revenue through audience, creative, and market-level strategy.
- Built multi-domain landing-page and tracking systems, plus tentpole programs producing \$3.4M at 16.3x, \$607K+ at 25.94x, and \$795K+ at 10.56x ROAS.

RISE Dispensaries

Jun 2020 – Feb 2022

Digital Marketing & Growth Manager · *regulated retail*

- Owned email, SMS, paid media, SEO, web, lifecycle, and CRO; increased organic acquisition 40% year over year.
- Built customer education, segmentation, retention, and acquisition programs across age-gated eCommerce and market expansion.

Theory Wellness

2019 – 2020

Marketing & Customer Experience · *early Massachusetts adult-use market*

- Built marketing, customer experience, CRM, and operational communications, including an omnichannel Zendesk platform spanning phone, email, chat, and knowledge base.

Uplift, Inc.

2017 – 2020

SEM Specialist, Contract · *fintech lending & payments*

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

Miraval Resorts / Cranwell Resort

2016 – 2019

Marketing Coordinator & SEM Specialist · *luxury hospitality*

- Managed paid search, display, creative, collateral, retail, and digital execution; recommended the Miraval Berkshires name using SEO and semantic analysis during the Cranwell rebrand.

EARLIER EXPERIENCE

Travaasa Experiential Resorts · SEM Specialist · 2017

Option Institute & Autism Treatment Center · Social Media & Marketing Coordinator · 2014 – 2016

Planet Fitness · Assistant Manager · 2011 – 2013

CORE EXPERTISE

PAID MEDIA Google Ads, Meta, Microsoft, LinkedIn, TikTok, YouTube, programmatic display, native, CTV

MEASUREMENT GA4, GTM, consent mode, server-side and cross-domain tracking, Looker Studio, Triple Whale, Northbeam

GROWTH SYSTEMS regulated acquisition, Shopify Plus, landing pages, CRO, forecasting, CAC:LTV, contribution margin

LIFECYCLE & LEADERSHIP Klaviyo, HubSpot, Attentive, Zendesk, executive reporting, cross-functional planning, mentoring

EDUCATION & CREDENTIALS

B.A., Theatre · State University of New York at Plattsburgh

CERTIFICATIONS Google Ads Search, Display & Shopping · Google Analytics / GA4 Advanced · Meta Certified · Microsoft Advertising Search · SEMrush SEO/SEM · HubSpot Email · Certified Hospitality Digital Marketer (HSMAI)