

# Michael Hoskins

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## Head of Growth Marketing & Paid Acquisition

### Marketing Leadership | Performance Marketing | AI-Driven Demand Generation

Tenured marketing leader with 18+ years of experience building scalable performance marketing systems that drive revenue growth. Skilled in integrating first-party data across paid search, social, and marketing automation platforms to improve attribution, budget efficiency, and lead quality. Leads teams to reduce waste, strengthen decision-making, and align marketing efforts with the customer journey, sales KPIs, and core business objectives.

#### Core Competencies

- Paid Search (SEM)
- Lifecycle Marketing
- Customer Acquisition
- Marketing Leadership
- Attribution Modeling
- Business Intelligence (BI)
- Go-To Marketing (GTM)
- Marketing Automation
- Revenue Operations
- Demand Generation
- Paid Social
- Digital Advertising

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#### PROFESSIONAL EXPERIENCE

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#### Head of Marketing | Demand Mojo, Irvine, CA

01/2025 – Present

Founder of a digital advertising agency delivering scalable paid acquisition, AI-enabled optimization, and first-party data solutions. Demand Mojo builds enterprise-level marketing systems for small and mid-sized businesses, improving ROI through paid search, paid social, CRM integration, and automated campaign operations. Provides end-to-end leadership across strategy, execution, team development, and performance management.

#### Key Contributions

- Developed and executed full-funnel pay-per-click strategy across Google Ads, Bing Ads, and Meta Ads for Shared Practices Group, a nationwide dental implant organization with 40 clinic locations. Served as Contract Digital Marketing Director overseeing campaign architecture, tracking infrastructure, creative testing, and multi-location budget allocation. Led and mentored a high-performance team to pioneer new search and social acquisition frameworks that increased new patient volume by 36% and boosted revenue by 82% within 10 months.
- Conceptualized and built the full marketing and brand framework for Repair It Tax, a startup tax-resolution consultancy. Developed the brand identity, designed a high-converting website, and launched integrated Google, Bing, and Meta advertising campaigns that generated 620+ qualified leads —achieving a 9x ROAS within its first year of operation.
- Directed a \$5M full-funnel B2B demand generation campaign for Kaiser Permanente—including content syndication and broker outreach—resulting in 100% ROI within 60 days.

#### Demand Generation, Senior Manager | TriNet, Dublin, CA

03/2022 – 01/2025

Managed all digital advertising channels for a publicly traded HR technology company, including Google Ads, Meta, LinkedIn, programmatic display, and ABM platforms. Oversaw multi-million-dollar budget allocation, vendor coordination, and cross-channel optimization to support the company's demand generation goals. Collaborated with internal teams and external agencies to ensure campaigns were conversion-focused, attribution-enabled, and performance-aligned.

#### Key Contributions

- Managed Google Ads, Meta, and LinkedIn campaigns across prospecting and retargeting stages—supporting a 17% YoY lift in client consultations through conversion-optimized paid media.
- Oversaw programmatic and ABM display efforts via Demandbase, increasing target account engagement by 29% and contributing \$4.6M in new annual contract value.

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# Michael B. Hoskins

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- Led the ad strategy for a company-wide SaaS rebrand, launching cohesive paid media assets and landing pages to align creative and improve engagement across channels.
- Integrated Salesforce CRM with Google Ads to enable downstream conversion capture, increasing conversion goal performance by 36%.
- Partnered with agency teams to execute multi-channel demand generation campaigns that exceeded 2022 revenue growth targets by 42%.

## **Senior Portfolio Manager | 3H Investments, Newport Beach, CA**

02/2018 – 03/2022

Managed operations and marketing for a multi-million-dollar private equity portfolio spanning custodial supply, self-storage, and real estate. Oversaw monthly container shipments, warehousing, EDI fulfillment, and eCommerce drop shipping. Expanded net income by 28% through cost optimization, vendor management, and new revenue streams. Led strategic partnerships and marketing initiatives to drive growth across multiple business units.

### **Key Contributions**

- Reduced delinquent account balances by 65% at Pacific Wine Services by improving payment processes and customer outreach.
- Increased profitability by 46% at a Colorado self-storage facility through strategic hiring and operational oversight.
- Developed and executed targeted marketing campaigns for self-storage assets, improving occupancy and driving recurring revenue.
- Created new eCommerce and digital sales channels using paid media, branded content, and social campaigns to expand reach and customer acquisition.

## **Manager, Operations & Advertising | HeRO Imports, Costa Mesa, CA**

10/2014 – 02/2018

Directed operations and advertising for a multi-million-dollar supplier serving 7-Eleven and Chili's North America. Managed container logistics, 3PL warehousing, and EDI fulfillment, while also leading digital marketing, eCommerce, and supplier sourcing. Played a key role in driving new business growth through blended operational and marketing initiatives.

### **Key Contributions**

- Built and launched an eCommerce platform supported by product literature, eBay and Facebook Marketplace funnels, and HubSpot workflows—generating \$421K in new revenue.
- Managed international supplier relationships across China, Mexico, and Central America to reduce costs and expand contract wins.
- Executed branded sales enablement campaigns with gated content and battle cards, increasing inbound leads by 45%.

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### **EDUCATION**

**Bachelor of Science in Real Estate Development, Minor: Entrepreneurship**, University of Southern California

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### **TECHNICAL SKILLS**

Google Ads, YouTube, Microsoft Ads, Google Analytics (GA4), Google Tag Manager, Salesforce, HubSpot, Wix, WordPress, Meta Ads, LinkedIn Ads, The Trade Desk, Demandbase, Bombora, 6sense, Looker Studio, SEMrush, Adobe Illustrator, Adobe Photoshop, Zapier, Miro, Asana, Monday.com, Wrike, Midjourney

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### **CERTIFICATIONS**

Google Ads Search Certification | HubSpot Marketing Automation Certification | Google Analytics 4 Certification