

MICHAEL SOTO

Senior Marketer & AI Growth Strategist

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SUMMARY

Senior Growth Marketing leader with 19+ years of experience driving revenue through data-driven experimentation, paid media optimization, and marketing automation. Proven track record of scaling B2B & B2C Brands from startup to consistent month-over-month growth. Now combining deep marketing expertise with AI-powered systems to create efficient workflows and buy back time across growth operations.

LANGUAGES

English Advanced ●●●●○

SKILLS

Growth Strategy & Experimentation

A/B Testing & CRO

Paid Media (Google, Meta, LinkedIn)

Attribution & Full-Funnel Analytics

Marketing Automation (n8n, HubSpot)

AI-Powered Campaign Systems

KEY ACHIEVEMENTS

Exponential Growth
Achieved \$1.2m per month Revenue - up from \$225k in less than 14 months

STRENGTHS

Data-Driven
Diagnosing and correcting structural failure in growth systems when performance signals are misleading

EXPERIENCE

Senior AI & Growth Strategist

Automation Station

02/2024 - Present Las Vegas

- Architected automated lead nurturing systems generating \$1.2M+ incremental revenue within first year
- Built end-to-end attribution pipeline using n8n, Airtable, HubSpot-reducing reporting time by 80%
- Improved lead-to-close rate 4X through automated qualification workflows and contextual follow-ups

Digital Media Consultant

The Innovative Natives

04/2015 - Present Long Beach, CA

- Drove 300% increase in qualified leads in 90 days for SaaS client through integrated PPC/SEO strategy
- Managed \$250K-\$500K monthly ad budgets
- Designed customer journey maps and retargeting frameworks

Growth Marketing Manager

Lawclerk

01/2022 - 09/2024 Las Vegas, NV

- Owned \$70K/month per platform budget (Google, LinkedIn, Meta, YouTube) for B2B SaaS legal marketplace
- Achieved 10% month-over-month growth for 12+ consecutive months while reducing CPA by 52% as spend scaled
- Led cross-functional growth initiatives across product, sales, and content teams

Marketing Director

Performax labs

01/2018 - 03/2020 Torrance

- Directed full digital presence for sports nutrition CPG across paid, organic, and social channels
- Built A/B testing frameworks for landing pages and creative
- Produced all photo/video content

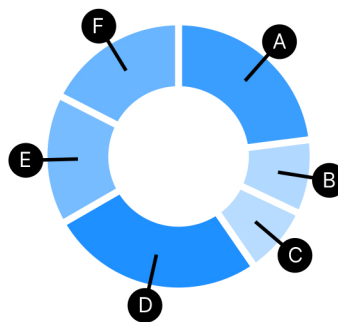
EDUCATION

B.A. Psychology

California State University

2000 - 2005 Long Beach

MY TIME



- A Systems Diagnosis
- B Economic Modeling
- C Re-Architecture
- D Decision Empowerment
- E Executive Oversight
- F Feedback & Control Loops