

Michael Hoskins

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Paid Search & AI Marketing Engineer

Performance Systems | Paid Media Automation | AI-Driven Demand Generation

AI Marketing Engineer with 15+ years of experience designing performance marketing systems that scale. I specialize in engineering AI-powered advertising workflows—integrating CRM data, server-side tracking, and platform APIs (Google Ads, Meta, Zapier, GTM)—to improve media efficiency, attribution accuracy, and lead quality. I help brands automate campaign operations, reduce waste, and make faster, smarter marketing decisions through precise data infrastructure and AI-ready systems.

Core Competencies

- Paid Search (SEM)
- AI Integration
- Conversion Tracking
- Performance Marketing
- Attribution Modeling
- First-Party Data Strategy
- Marketing Analytics
- Marketing Automation
- CRM Integration
- Demand Generation
- Paid Social
- Digital Advertising

PROFESSIONAL EXPERIENCE

Founder | Demand Mojo, Irvine, CA 01/2025 – Present

Founder of a performance-focused digital advertising agency specializing in paid search, AI integration, and first-party data strategy. Demand Mojo helps small and mid-sized businesses implement enterprise-grade marketing systems—delivering measurable ROI through Google Ads, GA4, CRM integration, and automation. Oversee all client engagements from strategy to execution.

Key Contributions

- Lead paid media strategy and optimization for clients in healthcare, legal, and professional services, achieving 4–6x ROAS—double the industry benchmark for lead generation—through AI-powered bidding and full-funnel attribution.
- Deploy conversion architecture using GA4, GTM, CRM event tagging, and Enhanced Conversions to improve attribution accuracy and accelerate ad platform learning.
- Led a performance marketing team executing integrated campaigns across paid search, social, and email for SMB and multi-location clients.
- Executed a \$5M full-funnel growth campaign for Kaiser Permanente—combining SEM, content syndication, and broker outreach—achieving 100% ROI in under 60 days.
- Advise clients on building AI-ready infrastructure by transforming first-party data into automated lead scoring, experimentation workflows, and scalable advertising systems.

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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- Led the ad strategy for a company-wide 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 operational and marketing functions for a multi-million-dollar portfolio spanning custodial supply, self-storage, and logistics. 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%.

EDUCATION

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

TECHNICAL SKILLS

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

CERTIFICATIONS

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