MICHAEL FAMIGLIETTI

Growth Marketing Manager | Paid Media, Acquisition, Lifecycle & CRM

Glen Cove, NY | (516) 406-2308 | mike@mikedoesmarketing.com | linkedin.com/in/mike-famiglietti

SUMMARY

Growth marketer who ran paid media, lifecycle, and the website in-house for a Long Island home services company that grew about 6x in two years. Managed $50K+ in annual spend across Meta, Google Search, and Local Services Ads, traced every customer back to their true source to measure channel ROAS, and grew organic social from 20,000 to 200,000+ followers. Now leading go-to-market for an AI software launch and an AI event series.

PROFESSIONAL EXPERIENCE

Famedia LLC — **Glen Cove, NY**

Fractional Marketing Lead — February 2026 - Present

- **SIP, Fractional Director of Growth Marketing** (Sept 2026 - Present): own go-to-market strategy, positioning, and launch campaigns across email, LinkedIn, and short-form video for an AI sales intelligence platform; recruited and onboarded 15 beta testers, run message and creative testing, and built the weekly funnel scorecard (reached, interested, beta, activated, paid) reported to the founder
- **LifeAI, Marketing Lead**: lead promotion for an AI Sourcing Institute event at Alley Pond Golf Center in Queens, driving 170+ registrations through email to a 7,000+ contact list and social; designed the event brand and coordinate sponsors
- **Compa (textcompa.com)**: designed and built an AI SMS assistant for Long Island service businesses end to end, from the website and SMS opt-in to a free-trial onboarding sequence and trial-to-paid checkout; now in public beta

Around The Clock Rug Washing & Specialty Cleaning Services — **Farmingdale, NY**

Marketing Manager — June 2025 - June 2026

- Managed $50K+ in annual paid media across Meta, Google Search, and Local Services Ads, rebuilding campaigns into town-level structures that lowered cost per serviceable lead
- Traced every customer across a three-month window to their true acquisition source and calculated channel-level ROAS to guide the Meta and Google budget split
- Ran a geo-targeted acquisition campaign for a high-value segment, turning top-performing organic videos into paid creative with matching landing pages
- Redesigned the website for conversion with schema markup and an SEO/AEO content program built on search-term data
- Consolidated four tools into one GoHighLevel CRM (5,000+ contacts) and built automated email, SMS, and voicemail journeys that texted every new lead within seconds, feeding an 18-day follow-up and a 12-month nurture for repeat bookings
- Managed one direct report, coordinated a copywriter and leadership on campaign planning, and wrote SOPs for office and warehouse teams

Social Media Coordinator — June 2024 - June 2025

- Grew organic social from ~20,000 to 200,000+ followers (150M+ views) across TikTok, Facebook, Instagram, and YouTube with a weekly creative testing review that scaled high-retention formats; monetized on three platforms and promoted within a year

EDUCATION

Stony Brook University — **Stony Brook, NY**

B.S. Business Management, Marketing Specialization — December 2023

SKILLS & PLATFORMS

Paid & Analytics: Meta Ads, Google Ads, Local Services Ads, GA4, attribution, ROAS reporting, A/B testing, geo-targeting, budget allocation
Web & Conversion: Shopify, Next.js, Vercel, landing pages, conversion rate optimization, SEO/AEO, schema markup
Lifecycle & CRM: GoHighLevel, HubSpot, Mailchimp, Zapier, email/SMS automation, segmentation, HTML email, A2P 10DLC
Creative & AI: Adobe Photoshop, Adobe Illustrator, Canva, Figma, CapCut, Remotion, Claude Code and AI-assisted workflows