MICHAEL FAMIGLIETTI

Lifecycle & CRM Marketing Manager | Email & SMS Automation, Paid Media, Analytics

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SUMMARY

Lifecycle and CRM marketer who ran email, SMS, and paid media in-house for a Long Island home services company that grew about 6x in two years. Built automated journeys on a 5,000+ contact CRM that texted every new lead within seconds, and now runs email marketing to a 7,000+ contact list for an AI event series and software launch.

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, email, and social for the public launch of an AI sales intelligence platform; recruited and onboarded 15 beta testers, ran kickoff calls and 1:1 debriefs that fed product fixes, and built the weekly funnel scorecard reported to the founder
- **LifeAI, Marketing Lead**: run email marketing to a 7,000+ contact list, writing copy and building HTML emails with AI-assisted coding; coordinate sponsors including the venue partner, Alley Pond Golf Center; designed the event brand and drove 170+ registrations
- **Compa (textcompa.com)**: designed and built an AI SMS assistant for Long Island service businesses, including the SMS opt-in and consent flow, a free-trial onboarding sequence, and the trial-to-paid checkout texts; now in public beta

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

Marketing Manager — June 2025 - June 2026

- Built automated email, SMS, and voicemail journeys on a 5,000+ contact CRM, texting every Meta lead form and quote form submission within seconds (manual follow-up had ranged from minutes to the next day), with an 18-day follow-up feeding a 12-month nurture for repeat bookings
- Consolidated HubSpot, Mailchimp, Chiirp, and Jobber into one GoHighLevel CRM, rebuilding all automations, pipelines, and reporting, and led A2P 10DLC SMS registration with no campaign downtime
- 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
- Redesigned the website with schema markup and an SEO/AEO content program built on search-term data
- 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 through a weekly content testing review; 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

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