

# Mateo Moore

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## Marketing Director

High-impact Digital Leader with 20+ years of experience at the intersection of performance marketing, technical architecture, and operational automation. Expert in designing high-performance marketing ecosystems that scale revenue and reduce overhead. Proven track record of translating complex MarTech infrastructure into clear business outcomes, managing multi-million dollar budgets, and leading cross-functional teams to drive enterprise value.

### WORK EXPERIENCE

#### Extension Team

03/2020 - 12/2025

#### Founder & Principal (Operations & Automation)

Focus: MarTech Infrastructure, AI Automation, and Strategic Growth Operations.

- Architected custom AI-driven automation frameworks (n8n, Make, Zapier) that reduced manual operational tasks and streamlined client-side workflows.
- Engineered end-to-end "click-to-close" systems, integrating CRMs and lead-scoring logic to accelerate sales velocity.
- Served as a fractional CMO/COO for growth-stage startups, designing scalable infrastructures that supported rapid expansion without linear headcount increases.
- Directed the development of proprietary AI agents and logic workflows to personalize the customer journey at scale.

#### Strategic Growth Advisory

07/2018 - 03/2020

#### Senior Marketing Strategist (Consultant)

Focus: Performance Marketing, Budget Management, and Data Governance for Mid-Market Firms.

- Managed multi-million dollar annual ad spends across Google, Meta, and LinkedIn, consistently exceeding ROAS targets and optimizing CAC.
- Implemented enterprise-level tracking and attribution models, providing C-suite stakeholders with real-time visibility into marketing's impact on the bottom line.
- Standardized agency-wide client onboarding and reporting systems, increasing operational efficiency and client satisfaction metrics.
- Mentored junior specialists and cross-functional teams in performance marketing best practices, fostering a data-first culture.

#### Digital Growth Practice

04/2014 - 06/2018

#### Performance Marketing & Funnel Architect

Focus: Multi-Sector Growth Strategy, High-Conversion Funnel Architecture, and Performance Marketing.

- Architected high-performance sales funnels for a global portfolio of clients ranging from high-growth startups to established non-profits and e-commerce brands.
- Synchronized Email, Affiliate, and Search Engine Marketing (SEM) to create cohesive customer journeys that significantly increased Lead-to-Customer conversion rates.
- Balanced aggressive performance marketing with technical SEO and custom web development to ensure sustainable organic growth.
- Partnered with diverse business models to identify untapped revenue streams and optimize marketing spend for maximum efficiency.

#### Technical SEO & Full-Stack Web Development Portfolio

01/2006 - 03/2014

#### Technical Project Manager & Full-Stack Developer

Focus: Enterprise-Level Web Architecture, Technical SEO, and Agile Project Management.

- Managed distributed teams of developers using SCRUM methodologies (Jira/Trello) to deliver high-visibility web projects for national brands and agencies.
- Engineered custom websites and high-conversion landing pages (HTML, CSS, JS, PHP, MySQL) tailored to specific business goals and user experience standards.
- Managed web server optimizations and technical SEO initiatives for high-traffic platforms to improve indexing, browser loading speeds, and organic rankings.
- Partnered with C-level executives to provide wire-framing, storyboarding, and design direction that aligned with broader business objectives.

## SKILLS

**Executive Leadership:** Budget Management (P&L), Omni-Channel Growth Strategy, Team Mentorship

**Marketing Operations:** CRM/Sales Enablement, Intelligent AI Automation, MarTech Stack Architecture

**Performance Marketing:** High-Scale PPC (Search/Social), Lead Generation, ROAS Optimization

**Data Intelligence:** Attribution Modeling, Data Visualization (Looker & Tableau), GA4/GTM Enterprise Tracking

**Technical Oversight:** Agile/Scrum Governance, CMS Architecture, Full-Stack Strategy (React, Next.js)

**Growth & Performance Marketing:** A/B Testing, Advanced SEO (Technical & Content), Affiliate Program Management, Content Marketing Strategy, Conversion Rate Optimization (CRO), Copywriting, Email Marketing Automation, Google Ads (Search/Display/Video), LinkedIn Ads, Meta Ads, Microsoft Ads, Pinterest Ads, PPC/SEM, Remarketing Frameworks, TikTok Ads

**Technical Architecture & Web Development:** Bootstrap, CSS3/SASS, HTML5, JavaScript (React, Next.js), Make, MySQL, n8n, Payload CMS, PHP, Postgres, Python, Shopify Plus, Tailwind, WooCommerce, WordPress, Zapier

**Data Intelligence & CRM:** GoHighLevel, Google Analytics (GA4), Google Tag Manager (GTM), HubSpot, Looker Studio (Google Data Studio), Tableau, TwentyCRM, Web Analytics

**Strategic Operations & Design:** Adobe Creative Suite, Apple Productivity Suite, Asana, Basecamp, ClickUp, Google Workspace, Jira, Microsoft Office 365, Monday.com, Trello