Mike Farrell

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WORK EXPERIENCE

Sunnyside Digital Marketing Agency | **July 2023 - July 2025**

Senior Growth Marketing Manager, Paid Media & AI Strategy | *Remote*

- Built and owned Sunnyside's paid media ecosystem from zero-to-one across Google, Meta, YouTube, TikTok, and emerging Retail Media Networks for D2C lifestyle & apparel ecomm brands.
- Developed custom AI-powered reporting workflows, replacing expensive enterprise tools and saving the team 20+ hours of data entry each month.
- Built LLM-integrated systems leveraging Model Context Protocol (MCP) to automate creative testing and performance reporting across client accounts.
- Implemented a proprietary Google Shopping product feed optimization playbook, increasing Shopping campaign performance by an average of 35%.
- Acted as internal AI adoption lead, regularly hosting workshops to guide cross-functional teams on creative experimentation & process optimization to streamline manual daily workflows.

City Winery Hospitality & Entertainment Group | **June 2022 - July 2023**

Digital Advertising & Performance Marketing Lead | *New York, NY*

- Designed & launched national paid media strategy, leading a team of 11 marketing managers to deliver consistent, localized campaigns that drove $8.5M+ in ticket revenue at a 13x average ROAS during H1 2022.
- Owned end-to-end campaign execution on Meta, Google, and CRM-integrated campaigns to drive email subscriber growth, event awareness, and customer retention.
- Introduced AI-assisted ad generation to accelerate creative testing, producing 50+ localized ad variations per week across various artist and genre campaigns.
- Launched full-funnel digital campaigns for two new venue openings, fueling early ticket sales and brand awareness in emerging markets.

Consistent Conversion Digital Marketing Agency | **Jan 2015 - May 2022**

Performance Marketing Manager, Paid Search & Strategy | *Brooklyn, NY*

- Led paid media strategy for D2C ecommerce and B2B SaaS clients, optimizing spend efficiency and ROI across Google, Meta, and Microsoft Ads.
- Built custom dashboards and reporting pipelines to analyze CAC, ROAS, and LTV, enabling faster, data-driven optimizations.
- Trained & managed a team of 3 junior strategists, improving campaign quality and expanding internal capabilities.

EDUCATION

Quinnipiac University | **Aug 2007 - May 2011**

Bachelor of Arts, Communications | *Hamden, CT*

- Major in Media Studies, Minors in Music and Interactive Digital Design

SKILLS & INTERESTS

- **Hard Skills:** Search Engine Marketing, Google Ads, Meta Ads, YouTube Ads, Google Merchant Center, Product Feed Optimization, Microsoft Ads, Nordstrom RMN, Criteo, Looker, Funnel.io, Make.com, Cursor, Google Tag Manager, Excel
- **AI & Automation:** Context Design & Prompt Engineering, LLM Use Case Development, Model Context Protocol (MCP) Integration, Task Automation, API Integration (OpenAI, Anthropic)
- **Soft Skills:** Creative Problem Solving, Data Storytelling, Cross-Functional Leadership, Clear Communication of Complex Concepts, Creative Collaboration
- **Interests:** Live music, open mics, horror movies, The Simpsons