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Ocala, FL

Ask me why I  
threw an AR15 out  
of a helicopter!



## The Elevator Pitch

I build performance marketing systems that turn strategy into revenue. I develop, execute, and optimize campaigns that are fully trackable to ROI - leading existing teams or building new ones to create growth at scale. While Meta ads are my favorite battleground, I'm fluent across the entire ecosystem: funnels, paid search, content, email/SMS, SEO, influencer, and affiliate.

I don't outsource the hard stuff - I write the ads, build the automations, track the conversions, and close the sales. Whether B2B or B2C, high-ticket or volume-based, I know how to find the right audience, hit the right pain point, and drive them to action.

Most marketers talk strategy. I make it real—measurable, scalable, and profitable.

If you're looking for someone to drive serious growth with full-funnel accountability, let's talk. (Humble? Always. Unless we're talking about results.)

# Where I've Made It Rain

Making Web – Andover, MN (Remote)

**Digital Marketing Director** – May 2022 – Present

- Built a subscription program from 0 to 70,000+ active members in under 6 months - one of the most profitable revenue channels in the company's history.
- Owned full P&L responsibility for multiple eCommerce brand's performance marketing; scaled campaigns with a laser focus on ROI and CAC efficiency.
- Built and led a high-performing performance marketing team, driving aggressive net new acquisition across Meta and other paid channels.
- Designed and tested high-converting offers that increased customer LTV and drove repeat purchase behavior.
- Managed product gauntlet lifecycle—launching, optimizing, and sunseting products based on performance data.
- Directed affiliate strategy from scratch—built and scaled the affiliate team, onboarded partners, managed platform, and turned it into a top revenue channel.
- Ran the entire performance marketing budget, executed rapid test-and-learn cycles, and reallocated resources in real time to maximize return.
- Built a winning feedback loop across paid media, offers, and CRO—constantly refining funnel steps and creative based on customer and campaign data.
- Collaborated cross-functionally with product, creative, and operations teams to align marketing execution with business objectives.
- Manage influencer and affiliate programs that drive traffic, trust, and user-generated content at scale.

Warrior Marketing Group, LLC – Ocala, FL (Fractional)

**Chief Marketing Officer/Fractional CMO** – January 2019 – May 2022

- Lead strategy and execution for full-funnel marketing campaigns across industries including healthcare, firearms, coaching, e-commerce, education, and local services.
- Created and scaled a high-ticket coaching funnel from scratch—personally running ads, building automation, and closing sales.
- Oversee \$6M+ in annual paid media across Google, Microsoft, Meta, YouTube, and native platforms, optimizing performance to exceed KPI targets.
- Plan and deploy email and SMS campaigns driving high retention and LTV, with automated sequences built around customer behavior and lifecycle.
- Execute data-driven optimization based on AOV, CVR, LTV, and cohort analysis—cutting CAC and improving lead-to-close rates across multiple verticals.

AS Research Labs – Ocala, FL (Remote)

**Digital Marketing Director** – January 2019 – May 2020

- Designed and scaled a full-funnel lead gen system in the healthcare/supplement industry targeting cold traffic with multi-step email/SMS automation, driving high-ticket product sales.
- Owned creative strategy: wrote ad copy, scripts, sales page content, and built the entire funnel infrastructure in ClickFunnels.
- Integrated Infusionsoft and Klaviyo to trigger segmented automations based on user behavior, dramatically improving lead-to-sale velocity.
- Launched video review system to shorten sales cycle, build trust, and increase conversion rates from paid traffic.
- Executed ongoing SEO and CRO strategy, optimizing landing pages to reduce CPA and improve engagement.

Florida Gun Supply – Inverness, FL

#### **Chief Marketing Officer** - January 2013– January 2019

- Identify new digital and traditional lead sources that align with KPI benchmarks and company standards
- Manage, report on, and engage new audiences using Facebook, Twitter, YouTube, and other social networks
- Track performance of campaigns, evaluate the results, and optimize campaigns
- Develop and execute SEO roadmaps and strategies for a variety of clients

Touchstorm, New York, New York (Remote)

#### **Sr. Search Marketing Manager** – August 2010 – January 2013

- Led YouTube and social media strategy for enterprise brands like Sony, Betty Crocker, and Whirlpool, shifting major ad budgets from traditional media to scalable, high-ROI video content.
- Managed over \$32M in PPC spend across accounts, improving efficiency and ROI through constant optimization.
- Transitioned multimillion-dollar media budgets from TV to YouTube editorial content, cutting CPA significantly.
- Built and implemented new landing page strategies that increased conversion rates across SEM campaigns.
- Developed SEO roadmaps and oversaw execution to increase visibility, traffic, and revenue across digital properties.
- Analyzed ad spend, landing pages, and keyword performance to reduce costs and improve conversion.
- Collaborated with social and content teams to create cross-platform strategies that boosted engagement.
- Identify new digital and traditional lead sources that align with KPI benchmarks and company standards
- Reported directly to clients on video and social campaign performance, translating data into actionable strategies that scaled viewership and engagement
- Track performance of campaigns, evaluate the results, and optimize campaigns

Partner Weekly, Las Vegas, NV

#### **Digital Marketing Manager** – July 2007 – August 2010

- Led SEO, PPC, digital strategy, and cross-channel campaigns for a 6-person in-house marketing team.
- Managed \$12M in PPC spend across Google and Yahoo/Bing with an average ROAS of 45%+.
- Developed and optimized large-scale SEO strategies for high-traffic enterprise websites (50,000+ pages).
- Owned technical SEO strategy, working closely with dev teams to implement and scale best practices.
- Deployed A/B and multivariate testing frameworks using Adobe Test & Target to optimize conversion.
- Created detailed reporting systems to analyze channel performance and improve customer acquisition.
- Served as a strategic leader across teams while maintaining direct relationships with key clients and stakeholders.

## **What I Deploy to Win**

#### **Funnels & Automation**

Go High Level ClickFunnels, Infusionsoft (Keap), ActiveCampaign, Klaviyo, HubSpot, Salesforce, PostScript, WebinarJam, EverWebinar

#### **Advertising & Acquisition**

Meta Ads, Google Ads, Microsoft Advertising, YouTube, Native Platforms

#### **Ecommerce & CRM**

Shopify, WooCommerce, Magento, BigCommerce, ZoomInfo

#### **Content & Creative**

Adobe Premiere, Camtasia, Adobe Analytics, Google Analytics

#### **Collaboration & Ops**

Monday.com, Slack, Custom Reporting Dashboards

## **The Close**

Give me 10 minutes on a call - if you're not already picturing the revenue spike, I'll buy your next drink. (Legal says I can't promise beer... but let's be honest, it'll be a beer.)

Phone: 352.422.6510

*"Andy's the guy you bring in when you want performance marketing to stop sucking."*