

# Michael Daley

Growth Marketing Strategist | Full-Funnel Acquisition, Lifecycle & Conversion

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## Professional Summary

Full-funnel growth marketer promoted from Customer Success into Growth Marketing at TradeAlgo, contributing to sustained month-over-month growth across a fintech product portfolio serving 150,000+ members. Builds acquisition, activation, engagement, conversion, and monetization systems spanning paid media, landing pages, payment flows, lifecycle email and SMS, content automation, and product launches. Created a newsletter lifecycle program that delivered 20,000+ subscribers and \$60K+ generated in four months. Earlier revenue-facing work generated \$2.5M+ through personally attributable capital-raising and investor-development efforts.

## Professional Experience

**TradeAlgo** | New York, NY

Feb 2024-Present

### Growth Marketing Strategist | Internal Promotion

Apr 2025-Present

- **Contributed to sustained month-over-month revenue growth across a 150,000+ member ecosystem** by owning acquisition, conversion, lifecycle, creative, and monetization initiatives across TradeAlgo's fintech product portfolio.
- **Built an end-to-end newsletter lifecycle program that delivered 20,000+ subscribers and \$60K+ generated in four months**, spanning acquisition, welcome and product education, daily engagement, upsell content, payment pages, and free-to-paid conversion.
- **Built acquisition and conversion funnels across TradeAlgo's product portfolio**, connecting positioning, ads, landing pages, checkout, onboarding, engagement, and paid upgrades for newsletters, stock alerts, webinars, research products, and recurring memberships.
- **Created financial-report funnels** spanning report production, ad concepts, scripts, video production, landing pages, paid campaign management, checkout, and follow-up.
- **Built automated content and acquisition systems** including a live-market-data newsletter backend, Twitter content bot, backlink and blog engine, and multi-channel engine producing 14+ daily social posts.
- **Launched a real-time stock-alert membership from concept to market**, developing the offer, three-page sales funnel, ad strategy, scripts, filmed and edited creative, and upgrade campaign.
- **Owned video creative from script through final edit** for product ads, educational videos, webinar promotions, and daily organic social content.

### Customer Success Manager

Feb 2024-Mar 2025

- **Earned an internal promotion into Growth Marketing** after succeeding in customer relationship management, product demonstrations, account development, and revenue-facing work.
- **Managed and expanded a portfolio of customer relationships**, partnering across teams to solve account needs, demonstrate AI-driven products, and increase adoption.
- **Built a high-volume acquisition pipeline** through 300+ daily outbound calls, consultative demonstrations, objection handling, follow-up, and long-term relationship development.

**Sky High IPO** | New York, NY

May 2022-Dec 2024

### Private Equity Consultant

- **Generated \$2.5M+ through personally attributable capital-raising and investor-development work** while building pipelines for hedge funds and private companies raising late-stage capital.
- **Supported capital formation** through consultative sales, targeted outreach, market research, opportunity analysis, investor education, and qualified fund referrals.

## Education

### Bachelor of Science in Marketing

West Chester University of Pennsylvania  
Cum Laude, May 2022

## Core Skills

Full-Funnel Growth | Lifecycle Marketing | Paid & Organic Acquisition | Funnel Strategy | Conversion Rate Optimization | Landing & Payment Pages | Email & SMS Automation | Product Marketing | Go-to-Market Strategy | Conversion Copywriting | Content Automation | Customer Research | UGC & Video Creative | Revenue Growth