

Daniel Moran

Marketing Engineer · AI Automation & Marketing Systems

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Marketing Engineer applying software engineering rigor and current AI tooling to modern marketing operations. Computer Science background, five years at Cubic Transportation, and marketing leadership at Wealth Enhancement Group, Novadontics, and Nokkomo Mints. Focus: attribution, content, and CRM-automation systems that scale output and reduce operational cost.

EXPERIENCE

Digital Marketing Specialist , *Wealth Enhancement Group*

Aug 2025 – Present · Remote

- Lead a four-person marketing team across paid media, lifecycle email, and webinars; six-figure monthly advertising budget across Meta and Google for a B2C wealth-management firm.
- Built the attribution and weekly executive reporting system used to allocate budget, replacing a manual spreadsheet that previously required ~6 analyst hours per week.
- Deployed a Cowork + Claude content pipeline (Drive → Make.com → Buffer, with Hugging Face MCP for asset generation); authored open-source **hubspot-mcp**, a Model Context Protocol server for HubSpot CRM.
- Restructured lifecycle email and webinar funnels with AI-assisted copy and analytics QA; lifted webinar attendance by double-digit percentages QoQ.

Director of Marketing , *Novadontics*

May 2025 – Jan 2026 · Remote

- Reported to the CEO; owned marketing across three brands (Novadontics, Care Pulse, California Implant Institute): email, social, paid media, analytics, and events.
- Rebuilt HubSpot lifecycle and GTM attribution in 90 days; consolidated three siloed tracking setups into a unified reporting model used in weekly executive reviews.
- Built Make.com automations replacing manual lead-routing across brands; reduced operational overhead and supported retirement of fragmented external agency engagements.
- Owned the events motion for California Implant Institute; represented the brand at industry events with pipeline conversations captured in the CRM the same week.

CMO / Co-founder , *Nokkomo Mints*

Sep 2023 – Present · Oceanside, CA

- Reduced Amazon Advertising ACOS from 81% to 38% in 90 days while scaling daily spend 3x; delivered **913% YoY revenue growth** (trailing revenue indexed 10x).
- Recruited and managed a team of **eight UCLA interns** across creative, content production, and Amazon operations.
- Designed Amazon Advertising architecture from scratch: SP/SB/SD coverage, weekly negative-keyword harvesting, creative rotation system.
- Established a complementary Shopify DTC funnel: Klaviyo lifecycle email, Meta retargeting, Triple Whale attribution; co-led product positioning, pack design, and go-to-market narrative.

Founder , *HAZE Media Agency*

2019 – 2024 · San Diego, CA

- Built an end-to-end content automation pipeline (Claude/Cowork → Drive → Make.com → Buffer → IG/TikTok) producing 30+ posts/month with minimal manual intervention.
- Developed a replicable framework for high-performing TikTok creative, applied across DTC, hospitality, and B2B clients with several seven-figure-view campaigns.
- Led paid media, SEO, and personalization strategies using Make.com, HubSpot, Mailchimp, Triple Whale, and Google Tag Manager.
- Directed creative for photography and film; managed a contractor network of editors, designers, and developers.

Software & Systems Engineer , *Cubic Transportation Systems*

Jan 2019 – Apr 2024 · San Diego, CA

- Optimized application lifecycle management tooling for testing, workflow, and defect tracking across multi-team systems engineering programs (transit fare systems).
- Authored internal automation in **Java, Python, and C++** — the engineering foundation informing current marketing automation work.
- Owned test environment configuration and reporting for releases consumed by program managers and external customers.

SELECTED OPEN SOURCE

hubspot-mcp (github.com/daniel54269/hubspot-mcp) — Open-source Model Context Protocol server allowing Claude / Cursor to read and write HubSpot CRM data. TypeScript, 13 tools (contact search, pipeline summary, contact updates, note creation). MIT.

EDUCATION

University of San Diego · B.S. Computer Science

2018 – 2022

SKILLS

Marketing	HubSpot · Salesforce · GA4 · Meta Ads · TikTok Ads · Amazon Ads · Google Ads · Klaviyo · Mailchimp · Buffer · SEMrush · Hotjar · Triple Whale · GTM
Engineering & Automation	Python · Java · C/C++ · SQL · Make.com · Zapier · n8n · REST APIs · Git · Node.js · Next.js
AI & Agents	Claude · Cowork · MCP servers · Hugging Face · FLUX · Suno · Runway · agent-based workflows · prompt engineering
Domain	B2B SaaS · DTC · eCommerce · Shopify · Amazon FBA · Wealth management · Dental/clinical · Hospitality