



GROWTH LEADER

PORTFOLIO WEBSITE

DAN@DANIELMUIRHEAD.COM

EMAIL ADDRESS

Growth & Performance Marketing • Team Leadership & Management
 15 Years Experience • Strategy & Activation • PE-Backed Brands
 \$MMM Budget Mgmt. • SaaS & Subscription • DTC

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[LinkedIn Profile](#)

EXPERIENCE

EXECUTIVE DIRECTOR, STRATEGY

Hearts & Science (Omnicom Media Group, remote) JAN. 2022 - PRESENT

- Virgin Voyages ('23-Now): Supporting the brand & performance growth of the VC-backed cruise line. Reduced CPB by 64% which grew incremental booking growth by 203% in 1H 2023 vs 2022 with similar budget levels.
- DIRECTV ('22-23): Led team supporting brand & performance growth to capture streaming share. Reduced CPS by ~75% over the first eight months resulting in ~90% growth of incremental subscribers.

SR. DIRECTOR, CS

Wpromote (Agency, hybrid remote) OCT. 2018 - JAN. 2022

- HBOMax LATAM ('21-22): Acq. 8.6M subs. @ <\$20 SAC w/in 6 mos.
- Greystar ('19-21): Helped capture \$600M growth in gross revenue.
- Jack Black Men's Skincare ('18-20): Grew DTC web revenue 143%.
- Partnered with other PE-backed challenger brands to unlock high growth.

SR. MANAGER, MARKETING

CoConstruct (SaaS, hybrid remote) MAY 2016 - JUN. 2017

- Overhauled entire marketing team to drive growth after Series A.
- +260% lead volume, +36% lead quality, and -45% CAC within first year.
- Architected & deployed brand evolution = Drove >300% CVR Growth.

ACCOUNT DIRECTOR

Ansira (Agency, Dallas) SEP. 2015 - MAY 2016

- Shell Oil: Directed cross-functional teams to scale LMA promo. program.
- L'Oréal: Delivered record results in performance marketing campaigns.

SR. ACCOUNT EXECUTIVE

ReachLocal (Agency, Dallas) DEC. 2012 - SEP. 2015

- Drove >90% client retention rates via growth strategies for customer acq.

ENTERPRISE CLIENT SPECIALIST

Advantix Solutions Group (Consulting, Houston) DEC. 2011 - DEC. 2012

WHAT OTHERS SAY

"Daniel is a tremendous marketer who has fantastic people skills and gets things done. Clients love him because he is smart and stays a step ahead anticipating what needs to be done. Daniel is an articulate and clear, no BS communicator with a talent for managing teams."
 - Jim Badum, EVP | Ansira

BRANDS HELPED



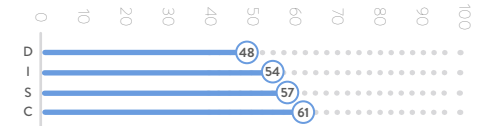
PROFILE

STRENGTHS FINDER (Gallup)

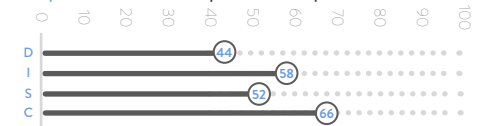


DISC ASSESSMENT (TTI Insights)

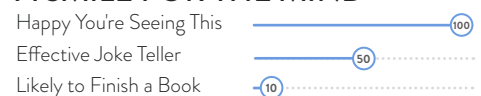
Natural: Accurate • Empathetic • Reliable • Balanced



Adapted: Excited • Adaptable • Skillful • Fact-based



A SMILE FOR THE MIND



EDUCATION

B.A. Business Development
 Dallas Christian College
 Magna Cum Laude | Multiple Honors