GRANT DANIELS

Austin, TX | (206) 390-0200 | christopher.g.daniels@gmail.com | linkedin.com/in/grantdaniels23

AI & MARKETING ANALYTICS LEADER

AI-enabled marketing and growth leader with 10+ years of experience translating complex technology into practical workflows, high-converting programs, and cross-functional execution systems. Combines marketing strategy, campaign analytics, content operations, and AI workflow design to improve research, planning, reporting, and execution across fast-moving teams.

CORE SKILLS

AI-Powered Workflow Development | Agentic Systems Design | Marketing Analytics | Marketing Operations | Campaign Performance Analysis | AI Orchestration | Content Operations | Lifecycle Marketing | Marketing Strategy | AI Vendor Evaluation | Prompt & Documentation Systems | Cross-Functional GTM Execution

PROFESSIONAL EXPERIENCE

SENIOR STRATEGY CONSULTANT & FOUNDER

Cosmos Labs (Cosmos Consulting) | Austin, TX | Jul 2023–Present

- Designed **AI-powered marketing workflows** supporting research, content development, campaign planning, performance analysis, and knowledge management.
- Developed **reusable agentic workflows** that coordinate specialized AI tasks across strategy, content, automation, and quality assurance.
- Assessed AI tools against consulting needs and built tailored workflows when vendor solutions did not fit operational requirements.

CHIEF MARKETING OFFICER (CMO) / VP OF MARKETING

The Lube Club / Tender Lovin Care | Austin, TX & Fort Lauderdale, FL | Aug 2023–January 2026

- Directed the market launch of a service marketplace, scaling from zero to **12,500+ new leads and 500% sales growth** through targeted acquisition and funnel optimization.
- Applied marketing operations principles to create repeatable AI-enabled processes, templates, prompts, documentation, and measurement frameworks for a five-person marketing support team.
- Translated emerging AI capabilities into practical marketing use cases, improving the structure and repeatability of planning, content, reporting, and web execution across a distributed team.

SENIOR GROWTH MANAGER & POD LEAD

TikTok | Austin, TX | Nov 2022–May 2024

- Spearheaded a top-tier digital advertising portfolio, driving the top beauty pod to a **$2.4M target in a single month** through advanced attribution setups and creative testing.
- Leveraged complex performance data, pixels and events API configurations, and Brand Lift insights to maximize ad-spend efficiency across hyper-growth digital accounts.
- Worked at the intersection of client strategy, technical implementation, and campaign performance, translating complex platform capabilities into clear recommendations for brand teams.
- Awarded the 2023 H1 ByteStyle Team Award, recognizing the team's commitment to embodying the ByteStyle culture, collaborative excellence, and impactful results.

US GROWTH MANAGER

Havas Media Group | Austin, TX | Jan 2022–Oct 2022

- Activated targeted B2B digital growth campaigns that generated a **$500K monthly recurring revenue pipeline** within a competitive market vertical.
- Improved localized social media audience interactions by **30%** through insights-driven data strategy and rigorous campaign asset alignment.

ADVERTISING MANAGER

University of Texas at Austin | Austin, TX | Sep 2019–Dec 2021

- Directed cross-functional go-to-market campus campaigns and high-impact brand partnerships, consistently outperforming baseline profitability targets.
- Implemented new CRM data standards and targeting segment rules, growing incremental revenue by **$80K–$160K per month**.

BUSINESS DEVELOPMENT CONSULTANT

Grant Daniels Consulting, LLC | Seattle, WA | Jul 2018–Aug 2019

- Engineered a customized sales and lead pipeline cycle that **increased qualified leads by 75%** and positioned the agency infrastructure for acquisition by Banner Edge Media.

EDUCATION & CERTIFICATIONS

B.S. in Business Management — University of Phoenix
Certified Artificial Intelligence Consultant — USAII | July 2024
Google Digital Marketing & E-commerce Certification | June 2025
AI for Everyone — DeepLearning.AI | March 2024
TikTok Ads Manager (Green Belt) | May 2023