RÉSUMÉ · NO. 2026 · LOS ANGELES, CA

ISAIAH LIU

EMBEDDED CONSULTANT · MEDIA STRATEGY · ORGANIZATIONAL TRANSLATION

ISAIAHLIU.ME · ISAIAHLIU@GMAIL.COM · LINKEDIN.COM/IN/ISAIAHLIU MBA · 10+ YRS · MEDIA & GROWTH

01 PROFILE

I fix systems through people. Embedded media and growth strategist who works inside client teams as the connective tissue between leadership, agency partners, and day-to-day execution. I own full-funnel strategy across 7–8 figure budgets and build the frameworks that let it scale without depending on any one person.

Friction is what creates strength.

CAVA · MEDIA.MONKS	SCORPION	SCORPION · 2 YRS	HMDE · MEDIA BUDGETS
8X ROAS	**+50%** YOY MRR	**4→17** TEAM	**7–8** FIGURES

02 EXPERIENCE

HOMEMADE PASTA (HMDE) NOW

MAR 2025 – PRESENT

Media Strategy Director · Embedded Consultant, Multi-Brand Learning Portfolio

- **Embedded on the flagship account (NASM)** in a portfolio that includes ClickSafety and ExamFX, connecting leadership, agency partners, and execution and managing media agency performance.
- Own full-funnel campaign strategy across a multi-brand portfolio with 7–8 figure annual media budgets spanning paid search, paid social, programmatic, influencer, and affiliate.
- **Exceeded quarterly revenue goals within the first 90 days** by piloting channel diversification and efficiency strategies that reduced cost per conversion on the portfolio's largest brand.
- Grew the role beyond media into landing page development, budget projections with finance, and lead quality with sales.
- Turned specialist intuition into repeatable frameworks for communication, data validation, and cross-functional handoffs, and codified agency-wide standards so knowledge lives in the agency, not in one person's head.

UNFOLD AGENCY

APR 2024 – OCT 2024

Media Director, Modern Formula

- Brought in to stabilize client relationships and build infrastructure that didn't exist. Redesigned client communication workflows and reintroduced project management, improving delivery consistency and accountability.
- Managed P&L, SOW reviews, resourcing, and media budget allocation across accounts.

MEDIA.MONKS

2021 – 2024 · THREE ROLES

Director, Media · Global Platforms (Google & YouTube) OCT 2022 – APR 2024

- Led the merger of two standalone global platforms teams, building the OKRs, cross-regional processes, and capacity planning to run as a single unit.

- Managed and mentored associate directors and media planners across regions; owned executive stakeholder management, QBRs, and OKR tracking.

Operations Director FEB 2022 – OCT 2022

- Helped build the traditional advertising offering through business development, prospecting, and go-to-market presentations; planned and bought print and OOH campaigns for HP and MassMutual.

Account Director, Media · CAVA APR 2021 – FEB 2022

- **Drove an 8X ROAS** across all performance channels while managing $2.6M in annual media and a team of digital marketing managers.

ECHO-FACTORY
AUG 2020 – APR 2021

Account Director

- Built integrated growth plans for client brands, led business development proposals, and produced the 2020 Los Angeles Venture Association Awards, its first virtual edition.

SCORPION
2015 – 2020 · TWO ROLES

Director of Internet Marketing OCT 2017 – AUG 2020

- **Grew monthly recurring revenue 50% in one year** and scaled the team from 4 to 17 in two years, building hiring, onboarding, and training from scratch.

Senior Internet Marketing Manager APR 2015 – OCT 2017

- Point of contact for 100+ accounts totaling $1.4M in annual revenue; trained junior account managers.

NORTHROP GRUMMAN
JUL 2013 – APR 2015

Program Cost, Schedule & Control Analyst

- Monitored program costs, budgets, schedules, and manpower and recommended corrective actions; held a Department of Defense security clearance.

03 EDUCATION

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
MBA 2016 · B.S. 2013

Master of Business Administration · B.S. Marketing · College of Business and Economics

04 INDEPENDENT PROJECTS

- **Shipped two public apps with AI,** Quitter (habit tracker) and EV Comparator, as product manager from idea to launch.
- Built 5+ personal tools: money dashboard, training app, RSS newsfeed, job board, protein tracker.

05 CAPABILITIES

CAMPAIGNS	Full-Funnel Consumer Strategy · Paid Search · Paid Social · Programmatic · CTV · OOH · Influencer & Creator Partnerships · Affiliate
AGENCY & OPS	Media Agency Management · Cross-Functional Leadership · Budget Allocation & P&L · Campaign Measurement · OKR Setting · Stakeholder Management
STRATEGIC	Organizational Translation · Team Builds & Mergers · AI-Assisted Product Building · Zero-to-One Campaign Builds · GTM Strategy · Brand-to-Performance Translation · A/B Testing · Audience Segmentation