

GREG MONTOYA

DIGITAL MARKETING MANAGER

Dana Point, CA | (949) 310-7304 | gregmontoya@gmail.com | gregmontoya.net | linkedin.com/in/gregmontoya

Digital Marketing Manager with 10+ years of experience scaling growth for fintech, real estate finance, and local businesses. Proven track record in SEO, SEM, and demand generation, with expertise managing \$1M+ budgets and delivering measurable ROI. Skilled in building full-funnel lead generation systems, optimizing Marketing Tech stacks, and aligning marketing with sales to accelerate revenue.

CAREER HIGHLIGHTS

DIGITAL GROWTH & DEMAND GENERATION

- **Portfolio Growth:** Helped scale CoreVest's loan programs from \$3B to \$20B in funded volume during tenure with inbound marketing lead generation strategies.
- **Lead Generation:** Built and managed a multi-channel PPC strategy (Google Ads, LinkedIn, Meta, Display), generating 25,000+ leads annually for 7 years straight, while reducing cost-per-lead YoY.
- **Budget Oversight:** Directed Redwood Trust's \$1M+ annual marketing budget, reallocating spend across paid and organic channels to maximize qualified leads.
- **Marketing Analytics:** Built performance dashboards and attribution models for Redwood Trust that optimized campaign spend, improved lead conversion visibility, and directly informed revenue forecasting.

SEO & PERFORMANCE MARKETING

- **SEO Audits:** Conducted 50+ technical SEO audits, improving website Core Vital scores and uncovering new content opportunities that helped rank for over 5000 competitive SEO keywords.
- **Content Strategy:** Developed high-impact content marketing frameworks that significantly expanded organic search traffic and inbound pipeline.
- **CRO:** Implemented conversion rate optimization (CRO) strategies across web and landing pages, improving lead quality and funnel efficiency for better lead conversions.

LEADERSHIP & TEAM DEVELOPMENT

- **Executive Reporting:** Presented quarterly growth and ROI metrics at Redwood Trust board meetings, translating marketing results into strategic insights.
- **Team Leadership:** Directed internal and external marketing teams, balancing execution across paid media, SEO, web, and AI automation.
- **Sales Alignment:** Improved sales and marketing alignment by implementing Salesforce and HubSpot automation workflows, boosting lead follow-up speed and conversion rates.

MARKETING TECH & AUTOMATION

- **Mar Tech Ownership:** Owned and optimized a diverse marketing tech stack including Salesforce, HubSpot, SEMrush, Ahrefs, Chili Piper, Demandbase, and Outreach.
- **Analytics Systems:** Developed scalable reporting systems that gave leadership real-time visibility into marketing ROI.
- **Workflow Automation:** Implemented lead distribution automation that cut sales response times and lifted conversion rates.

PROFESSIONAL EXPERIENCE

VP MARKETING

Redwood Trust | Irvine, CA
2022 – 2025

- Directed \$1M+ annual marketing budget for Redwood Trust brands, reallocating spend across paid and organic channels to maximize ROI.
- Presented quarterly growth and ROI results directly to Redwood's executive board, translating marketing data into strategic insights.
- Oversaw digital marketing efforts across SEO, SEM, content, and CRO, directly tied to revenue growth targets.

DIGITAL MARKETING SPECIALIST

CoreVest Finance | Irvine, CA
2016 – 2022

- Built and managed multi-channel PPC campaigns (Google Ads, LinkedIn, Meta, Display), producing 25,000+ leads annually while reducing cost-per-lead year-over-year.
- Conducted technical SEO audits monthly and developed a content strategy that ranked 5000+ competitive first page keywords, driving sustained inbound SEO traffic growth.
- Led four loan product repositioning and go-to-market launches, driving website redesigns and visual identity updates to strengthen engagement with target investors and borrowers.

DIGITAL MARKETING MANAGER

Pier7 Marketing Agency | Dana Point, CA
2012 – 2016

- Managed digital marketing campaigns for dozens of small-to-mid-sized clients across industries, balancing SEO, PPC, web design, and content strategy.
- Designed and optimized 50+ WordPress websites, improving usability, conversion paths, and search visibility.
- Implemented Local SEO strategies that increased rankings in Google Maps and drove inbound lead growth for service-based clients.

EDUCATION

B.A OF BUSINESS ADMINISTRATION / MARKETING

Chapman University | Orange, CA
2008

CERTIFICATION

- SEO Essentials Certification – SEMrush
- HubSpot Reporting Certification – HubSpot
- ClickUp Expert Certification – ClickUp
- Ahrefs SEO Certification