

# DANNY DUBOIS

Media Director | Growth & Attribution Leader



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*Growth-focused Media Director with 10+ years of experience turning ad dollars into measurable business results. Expert in scaling performance through disciplined execution, thoughtful attribution, and an emphasis on revenue. I lead with curiosity and accountability, building teams and campaigns that prioritize real outcomes over vanity metrics.*

## EMPLOYMENT

### Taylor Morrison | January 2021 – Present

One of the largest and most trusted home builders in the United States, operating across 21 major markets and closing ~13K homes in 2025.

#### Director of Paid Media

Manage a team of three and own the entire paid media strategy, implementation, and optimization across channels including search, social, and online real estate marketplaces (e.g. Zillow).



- Brought media buying in-house, saving the company >\$1M annually in fees while improving overall performance and efficiency.
- Built the tracking framework to measure success beyond traffic and leads, enabling attribution tied directly to home sales.
- Increased paid media attributed **sales 85% YoY**, unlocking incremental investment in historically underfunded channels.
- Supported national brand partnerships, including collaborations with **Extreme Makeover: Home Edition** and **Liquid Death**.

### Investis Digital | October 2017 – January 2021

A global digital communications and marketing agency that focuses on helping brands manage their online presence.

#### Director of Social Advertising

Managed and mentored a team of six. Responsible for campaign ideation, creative development, and paid execution across social platforms. Contributed to new-business RFPs and client-facing pitches, working with brands across industries including ecommerce, CPG, restaurant, and healthcare.



- Managed **\$14.6M** in annual ad spend.
- Increased **Kendra Scott's** revenue **182%** in year one.
- Increased **Smashburger's** attributed store visits by **87% YoY**, building a national campaign structure aligned to a franchise model.

### ZOG Digital | September 2013 – October 2017

Acquired by Investis in October 2017 and ultimately rebranded to Investis Digital.

#### Content Manager; Sr. Content Manager; Director of Social Advertising

Early employee who helped grow the agency from early-stage startup to acquisition, contributing to service expansion and client growth.



- Increased **Tarte Cosmetics'** revenue **242%**, earning both a Communicator Award and a Stevie Award.
- Demonstrated paid social's impact on in-store sales for **Krave Jerky**, resulting in a **700% increase in investment**.
- Developed a full-funnel paid social program for **Pep Boys**, reducing cost per site visit by **over 40%** and winning a Davey Award.

## EDUCATION



**University of California, Los Angeles** | Bachelor of Arts, English & Minor in Art History

Graduated Cum Laude

Paid Media Strategy/Execution • Marketing Attribution • Revenue Growth • Budget Ownership & Media Planning • Creative Development • Performance Optimization • Team Leadership/Mentorship • Cross-Functional Collaboration