

Shaylor Murray

GROWTH STRATEGIST | CLIENT ACQUISITION SPECIALIST

Remote Friendly
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EXECUTIVE EXPERIENCE

CEO Ability, Inc.

Eugene, Oregon | 2020-2025
Acquired 2025 | Valuation: 3.5M

- Led GTM, brand development, and multi-channel acquisition for digital accessibility SaaS platform.
- Drove user growth and built a marketing engine that generated all inbound leads and revenue.
- Client roster includes Walmart, Bank of America, and State of California.
- Scaled revenue through targeted advertising, sales funnels, and affiliate partnerships.
- Honored as 2024 Tech Company of the Year by Tech Association of Oregon

CEO American Concealed, Inc.

Eugene, Oregon | 2015-2020
Acquired 2020

- Built the largest handgun safety and concealed carry certification company in the U.S. from zero to \$3.8M in annual revenue.
- Designed national digital acquisition funnel with conversion rates exceeding 22% and sub-\$20 CPA at peak for primary product.
- Led brand creation, positioning, product development, and content strategy.
- First mover and maintained market dominance until acquired.

Co-founder Eugene Mindworks, Co.

Eugene, Oregon | 2014-2017

- Co-founded and built one of Oregon's largest locally owned coworking spaces, scaling to 200+ active members across 39,000+ sq ft in two locations.
- Developed business model, brand identity, and operational framework for a thriving entrepreneurial hub.
- Led member acquisition and community building tailored for startups, freelancers, and creative professionals.
- Directed marketing strategy, partnerships, and event programming

CORE COMPETENCIES

Demand Generation
Revenue Operations
Product Marketing
Brand Development
Customer Acquisition
DTC & B2B Marketing
Marketing Automation
SEO/SEM
GTM Strategy
Digital Accessibility
Leadership & Team Building
Strategic Partnerships

AWARDS

Tech Company of the Year,
Technology Association of
Oregon (2024)

Army Achievement Medal

Non-Profit & Volunteer Work

CommonGoods Network
Board Member
2011-2023

Safe Families for Children
Volunteer Host Family
2018-2022

Boy Scouts of America
Scoutmaster
2015-2018

to position Eugene Mindworks as a regional innovation catalyst.

Managing Director

Limelight Department, Inc.

Eugene, Oregon | 2008-2015

- Led full-service digital agency specializing in web, branding, and marketing strategy.
- Directed client growth campaigns for over 250 businesses.
- Mentored creative, dev, and marketing teams across SEO, PPC, and CRO initiatives.

Marketing Director

Village Properties

Sunriver, Oregon | 2006-2008

- Oversaw marketing for 200+ luxury vacation rentals for Central Oregon's largest vacation rental company (at the time).
- Highest growth period in 20+ year company history.

EARLY CAREER

Military Police Officer

U.S. Army

1998-2001

- Awarded Military Achievement Medal for leadership and performance.
- Provided law enforcement and security for base and field operations.

EDUCATION

- PCC / Oregon Institute of Technology | Computer Science
- U.S. Army Law Enforcement School | Distinguished Graduate
- Continuous executive education through founder networks, accelerator programs, and industry certifications.

Proven business operator and founder with 20+ years leading customer acquisition, performance marketing, brand development, and revenue growth across SaaS, e-learning, and digital compliance. Scaled and exited multiple ventures, most recently as CEO of ABILITY, a digital accessibility service provider and SaaS platform acquired in 2025. Expert in building high-velocity funnels, elevating brand authority, and transforming startups into category leaders. Track record of architecting full-stack marketing operations and GTM strategies that drive rapid ARR growth and enterprise value.