

Senior marketing leadership,
when you need it -- without the full-time overhead.

Embedded VP-level leadership from GTM to brand to team-building.

13x

USER GROWTH
AT NX

28%

TICKET REVENUE LIFT
ELEVATE & CIX SUMMIT

-43%

AD SPEND SAVINGS
ELEVATE FESTIVAL

HOW I WORK

<p>Stabilize</p> <p>Audit what's working and where the quick wins are. In 30 days I get clear on your positioning, funnel, and most pressing constraint.</p> <p>01</p>	<p>Validate</p> <p>Build the messaging, content engine, and KPI tracking so your marketing is measurable and repeatable -- not a guessing game.</p> <p>02</p>	<p>Accelerate</p> <p>Execute campaigns, coach your team, manage partners, and scale channels that are proven. I embed as deeply as you need.</p> <p>03</p>
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SERVICES

<p>STRATEGY</p> <p>Go-to-Market Strategy</p> <p>A clear, staged GTM plan built for your stage -- ICP definition, channel mix, and a 90-day execution roadmap.</p> <ul style="list-style-type: none"> -> ICP & competitive landscape -> Channel prioritization matrix -> 90-day roadmap with milestones -> KPI framework & tracking dashboard 	<p>POSITIONING</p> <p>Product Positioning & Messaging</p> <p>Cut through category noise with a differentiated narrative -- from company-level positioning to product copy.</p> <ul style="list-style-type: none"> -> Positioning statement & narrative architecture -> Messaging house & persona-specific copy -> Website copy review & rewrite -> Sales enablement alignment 	<p>CONTENT</p> <p>Content Marketing</p> <p>Strategy, audit, and execution -- a content engine built for organic growth and authority.</p> <ul style="list-style-type: none"> -> Content audit & gap analysis -> Editorial strategy & content calendar -> AI-supported content optimization -> Distribution & repurposing playbook
<p>BRAND</p> <p>Founder Branding</p> <p>Turn founder visibility into pipeline. A LinkedIn and thought-leadership presence built for your voice.</p> <ul style="list-style-type: none"> -> Founder narrative & content pillars -> LinkedIn profile optimization -> Monthly content plan & ghostwriting -> Speaking & media pitching; award applications 	<p>BRAND IDENTITY</p> <p>Brand Foundation & Identity</p> <p>Build the bedrock your marketing stands on -- codified brand elements every team member and partner can use.</p> <ul style="list-style-type: none"> -> Brand pyramid: purpose, values & personality -> Voice & tone guidelines with examples -> Messaging playbook by persona -> Messaging do's & don'ts playbook 	<p>TEAM & PARTNERS</p> <p>Agile Partners & Hiring Support</p> <p>Get the right external partners and internal hires in place, faster.</p> <ul style="list-style-type: none"> -> Marketing role scoping & job descriptions -> Fractional or full-time freelancer onboarding & brief development -> Candidate review & interview frameworks -> Agency evaluation & RFP process

INTRODUCTORY ENGAGEMENT MODELS

Limited availability for new clients

<p>MONTHLY RETAINER</p> <p>Up to 20 hrs/week Min. 3-month commitment</p> <p>Ongoing strategic and executional support. I work alongside your team each week -- part VP Marketing, part doer. Ideal for companies building marketing from scratch or accelerating a stalled function.</p> <ul style="list-style-type: none"> ✓ Weekly 1:1 strategy sessions ✓ Hands-on execution & deliverables ✓ Hiring support: roles, JDs & interviews ✓ Slack access between sessions ✓ Monthly performance reviews 	<p>PROJECT-BASED</p> <p>2-6 week delivery Fixed scope & deliverable</p> <p>Scoped engagements with a clear output. Ideal when you need something specific done fast -- a GTM plan, a messaging overhaul, or a content strategy -- without ongoing commitment.</p> <ul style="list-style-type: none"> ✓ Discovery & scoping call ✓ Fixed deliverable & timeline ✓ Two rounds of revision ✓ Handoff + implementation notes ✓ 30-day follow-up included
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