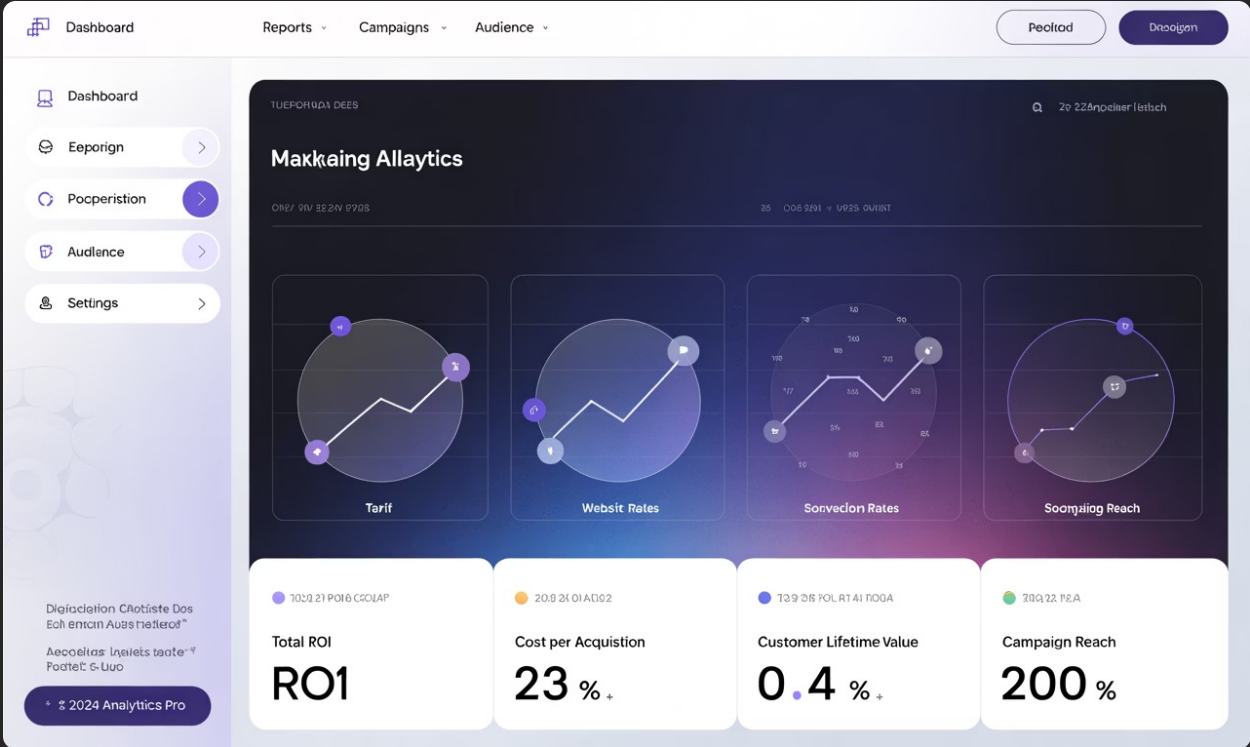




Driving Measurable Growth: Your Experienced Fractional or Full-Time CMO

Leveraging 30+ years of pioneering marketing success. Strategic vision. AI-powered solutions. Results-driven leadership.

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The Modern Marketing Maze: Why Experience Matters



Complex Digital Landscapes

Today's marketing requires navigating evolving technologies and channels.



AI Revolution

Artificial intelligence is transforming how brands connect with customers.



ROI Pressure

Companies demand measurable returns on every marketing dollar spent.



The Solution

Proven leadership that cuts through noise and delivers results.

Strategic Leadership & Team Mentorship



I craft comprehensive strategies that foster innovation. My approach ensures marketing initiatives directly support core business goals.



AI-Powered Marketing & Automation Mastery

AI Content Creation

Expert implementation of the most current LLMs and generative AI tools for compelling content.

Workflow Automation

Custom Zapier and Make systems that streamline repetitive tasks & CRM workflow integrations such as Hubspot and HighLevel.

MarTech Integration

Seamless implementation of major Martech toolsets including Marketo and other campaign analytics platforms.

My approach reduces production time by 40%. This enhances output quality while scaling operations efficiently.

Performance Marketing & ROI Focus



Funnel Optimization

Strategic conversion path enhancement



Campaign Management

Cross-platform expertise across all major channels



Analytics Mastery

Data-driven decision making for continuous improvement



Measurable Results

Consistent delivery of exceptional ROI

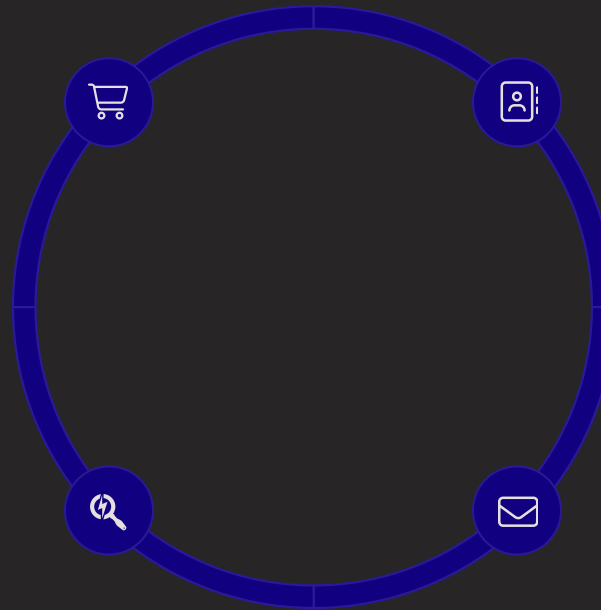
Full-Funnel Digital Dominance

E-commerce

Shopify, Amazon, eBay platform expertise

SEO & Content

Ahrefs, SEMrush, Surfer SEO
implementation



PPC Advertising

Google, Meta, Pinterest, YouTube, TikTok,
LinkedIn, Reddit, Taboola, Quora

Email & SMS

Automated CRM integrated nurture
sequences and conversion campaigns, AI
enabled



Let's Discuss Your Growth Objectives

Fractional CMO

Strategic leadership without full-time overhead. Perfect for growth-stage companies.

Full-Time Leadership

Dedicated expertise to build and scale your entire marketing function.

Project Consulting

Targeted expertise for specific initiatives like MarTech implementation or AI integration.

Ready to elevate your marketing? Contact me at walt@crimsonedgeventures.com, SMS/Whatsapp/Voice at +1 (702) 518-6317, [or LinkedIn](#)