EXECUTIVE MARKETING CAPABILITY STATEMENT

AI Marketing Strategy & Execution Director

Brand Monetization | Business Growth | Strategic Partnerships | AI-Powered Marketing Operations

The title names a proposed professional specialization.

30%
growth in strategic partnerships, year over year

45%
expansion of the professional network over three years

20%
increase in media reach across the practice

THE MONETIZATION METHOD, IN FIVE MOVES

1 Audience mapped → 2 Partners matched → 3 Offers packaged → 4 Events activated → 5 Relationships renewed

MARKETING LEADERSHIP

Five years running a public relations and monetization practice end to end: positioning, partner development, the pricing of audiences, event production, and delivery, with approval cycles tightened until approved work moved to market a quarter faster.

PUBLIC RELATIONS

A practice built on high level influencer and brand relationships, run as commercial relationships rather than publicity. Media reach grew 20 percent across the practice, because every placement was managed as a relationship with a commercial purpose.

BRAND POSITIONING

Positioning decided from the audience outward: what a brand's reach is worth, to whom, and inside what offer. Visibility was never the product; the commercial opportunity inside the visibility was.

MONETIZATION

Audiences priced, not exposure. Offers were built around the outcomes partners would pay for, and live events put partners and audiences in the same room, more than eight times a year.

DOCUMENTED ACCOMPLISHMENTS

Live events produced	8+ a year
Client approval cycles	25% shorter
Practice duration	Five years
Practice period	2020 to 2025

Partnerships up 30 percent, year over year

The headline result of a five year practice: a partnership pipeline that compounded, because every relationship was managed as a commercial asset.

AI Marketing, Launched and Run

The same commercial discipline, applied to AI era marketing: diagnostics, research, launches, creative systems, and operations, each carried to a tested state

AI POWERED MARKETING

A diagnostic that shows a business what AI answer systems say about it: whether it is named at all, what is said, who is named instead, and which corrections come first, every response scored against one fixed standard.

- 19 of 48 · worked sample baseline
- 24 · responses captured and scored
- 4 · AI answer surfaces

COMPETITIVE RESEARCH

Competitor sets researched before claims are made. Behind one no competitors positioning claim, eight actual providers were studied; the claim did not survive the research and was retired before it reached the market.

- 8 · providers studied
- 1 · competitive positioning recommendation completed

GO TO MARKET STRATEGY

Positioning, offer architecture, and funnel designed as one system around a single buyer problem.

- 52 · capabilities approved item by item
- 4 · products structured as one offer set

DIGITAL LAUNCH EXECUTION

A twelve route website, four payment links, and a staged business directory launched together and verified route by route and click by click.

- 12 · routes verified at launch
- 4 · checkout links click tested

CREATIVE PRODUCTION

A locked design system and a verified content pipeline publishing for two brands on a fixed cadence, batch approval as the gate, and captions and sources verified before anything publishes.

- 70 · designs approved
- 175 · posts published or scheduled
- 42 · captions verified

MARKETING OPERATIONS AND PROJECT LEADERSHIP

The operating layer under the marketing: a five property digital estate rebuilt and independently verified to a full standard, every form on it proven to deliver, and partnerships carried from first send to executed agreement in two days.

- 10 of 10 · five properties, independently verified
- 14 · forms proven end to end
- 48 hours · first send to signed agreement