

AARON PRICE

 (412) 905-9545

CHIEF MARKETING ARCHITECT | FULL-STACK
GROWTH STRATEGIST | BUILDER OF SCALABLE
REVENUE ENGINES & TEAMS

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"I'm not just a builder — I'm a force multiplier."

I align strategy, execution, and people to drive growth that doesn't break — whether I'm leading the team, fixing the funnel, or building the go-to-market engine from scratch.

There are marketers. Coders. Ad buyers. Closers. Then there are operators like me — who've done all four, at scale, under pressure, with real money on the line.

EXECUTIVE SUMMARY

Strategic Marketing Executive with Deep Operational Fluency. Most marketing teams don't lack talent — they lack leverage. They've got people for content, ads, tech, and ops — but no one tying it all together.

They lack the one who understands not just funnels, but friction. They lack the one who knows how to build what others only pitch.

That's what I do. I see the whole engine: from funnel to friction, from message to money.

I've spent 15+ years in the trenches — building, scaling, fixing — across B2C, B2B, high-ticket services, and regulated spaces. I don't just lead growth — I wire it into the system. I spearhead the orchestration of go-to-market motions, growth infrastructure, and cross-functional alignment — from message to measurement.

From crafting compelling narratives to aligning pipeline velocity with strategic priorities, I've built revenue systems that withstand the demands of scale.

I'm not looking to fill a seat — I'm looking to drive outcomes. No handholding. No runway. Just execution, data, and growth.

I don't just build systems—I build momentum. Whether it's leading a marketing team, architecting GTM and an ad campaign strategy, or rolling up my sleeves to fix the funnel, I adapt to what the mission demands. From first click to closed deal, I own the journey.

MY APPROACH

I built my marketing foundation where every click cost money and every headline carried weight — not in theory, but in execution. That pressure forged a bias for outcomes, not optics. And that's what sets me apart.

While most marketers were A/B testing subject lines or polishing pitch decks, I was on the hook for real revenue — where the wrong decision didn't just underperform, it cost money, time, and momentum. I didn't learn growth from dashboards or brainstorming. I learned it in the wild — where pipelines were cold, budgets were tight, and results were non-negotiable.

That's why I don't "recommend next steps" — I build the thing that moves them.

I've led teams, scaled startups, closed enterprise deals, and built from scratch — because I don't silo myself. I step into whatever role drives growth.

Sales. Code. Ads. Copy. Every chapter added leverage. Today, I don't just execute — I compound. I bring the whole toolkit, scale what works, and rebuild what doesn't... Every move I've made has been additive.

I can always go back to writing every line of copy, optimizing every pixel of a funnel, or building automations by hand. But today, I bring all of it to the table — and scale it.

WHAT SETS ME APART

Most marketing hires are great at one piece of the puzzle. I've built the whole machine. I bring together a rare compound of talents: direct-response copy that pulls, full-stack digital campaigns that scale, and SaaS-style automation that replaces headcount with systems.

Where others start with features, I start with lack. What's missing? What's broken? What pain is your team pushing through because they don't even know a better system exists?

That's how I create desire—for your product, for your pipeline, and for the work itself.

Whether it's the offer, the funnel, the code, or the copy—I don't outsource the win. I deliver it.

I'm not hunting for a role because I "need" one. I'm here to amplify a company that's already moving. I show up ready. No onboarding drama. No ego. Just execution.

For 15+ years, I've been immersed in what most marketers only read case studies about.

I've scaled from zero. I've built offers from scratch. I've chased cold traffic into warm leads, into booked appointments, into paid-in-full customers. And I've done it without lifelines.

Today, I blend strategy, performance, automation, and tech into growth systems that remove luck from the equation. I've built the campaigns, led the teams, and grown the business from scratch—so I know what's at stake when a funnel breaks or a strategy stalls.

I don't need micromanagement or endless meetings—I need the mission and the metrics, and I'm off to the races.

And if it ever stops working? I can always go back. Back to the keyboard. Back to the campaigns. Back to the trench. That's the power of having done it all.....



WHY I'M AN ASSET TO YOUR TEAM

I've flown at every altitude — writing the copy, running the ads, leading the team, fixing the gaps. I scale systems, people, and whatever else is slowing growth down.

I speak revenue — not vanity metrics. I specialize in architecting full-funnel marketing systems that align messaging, technology, and operations to accelerate measurable growth.

- ✓ Proven in fast-moving startups and structured enterprise orgs
- ✓ Built marketing automation ecosystems that consistently supported revenue growth and long-term retention

- ✓ Helped clients reduce acquisition costs and improve lifetime value through retention-first strategies and optimized funnel design
- ✓ Delivered high-efficiency ROI on paid campaigns by aligning message-to-market across targeting, creative, and offer
- ✓ I combine performance-level urgency with executive-level context — whether I'm leading the strategy or rebuilding the engine myself.

HORIZONTAL & VERTICAL BELIEF SHIFTING

What's possible in the world:

High-leverage marketing systems outperform high-effort ones. Companies thrive when brand, performance, and automation operate in harmony.

What's possible for you:

You've got leads. Maybe even demand. What you might not have is the system that turns those signals into consistent revenue. That's what I build — and why it works.

What's worked before:

From lash studios to audiology clinics, I've helped fragmented teams align offers, automation, and messaging to generate \$5K-\$50K MRR within weeks — not months.

What's working now:

I'm deploying appointment-setting systems across DME and healthcare clinics, reducing launch time from 3 months to 3 days using proprietary automations and funnel infrastructure.

What's next:

Whether it's your CRM, your funnel, or your revenue ops — if it's underperforming, I'll identify it, rebuild it, and scale it. That's the compound advantage I bring.



READY TO JOIN FORCES

I'm actively seeking marketing roles where I can make a measurable impact—whether it's scaling a brand, refining GTM strategy, optimizing lifecycle journeys, or leading a team of strategists. I'm ready to start immediately and open to both contract and full-time roles (remote or hybrid).

Let's talk if you're looking for someone who doesn't just fill a role—but fills a gap, drives growth, and owns the outcome. I've been the founder, the closer, the builder, and the one making payroll—so I know how to move fast, adapt, and produce results without excuses.

Whether your organization is navigating its next stage of growth, launching a new GTM motion, or building internal marketing leadership for the first time — I show up with the context, the capability, and the composure to lead it.

And if your team's stuck in the weeds, I don't delegate — I dive back in. Because I never left the trenches. I just brought the trench with me.

CORE COMPETENCIES

Direct Response Copywriting

Marketing Automation Architecture

Customer Journey Optimization

Conversion Rate Optimization

Paid Media Management

Marketing Analytics & Attribution

PROFESSIONAL EXPERIENCE

Over the years, I've operated as a marketing lead, agency owner, team builder, and strategic partner to founders and executive teams. I've helped legacy businesses digitize, led performance at scale, and coached marketers into becoming strategic operators. My work spans acquisition, retention, lifecycle, and brand — with a bias for measurable impact across the full funnel.

Chief Marketing Strategist

2018 – Present

Breakthrough Marketing LLC

- Led development of full-funnel marketing systems across B2C and regulated verticals, enabling measurable growth and scalable operations
- Delivered highly efficient ROI across Meta and Google campaigns through performance-focused funnel optimization
- Improved acquisition efficiency while enhancing customer lifetime value using a retention-first marketing approach
- Achieved 322% ROI on paid social campaigns through rigorous message-to-market match

- Built automated nurture sequences maintaining 42% open rates and 12% click-through rates
- Scaled client acquisition costs down 47% while increasing customer lifetime value by 85%

Senior Marketing Director

2015 – 2018

Digital Response Partners

- Led digital transformation of traditional direct mail business, resulting in 218% revenue growth
- Created omnichannel acquisition strategy driving 15,000 qualified leads monthly
- Developed proprietary testing framework reducing campaign optimization time by 65%
- Managed \$5M+ annual marketing budget across search, social, and display channels

Marketing Automation Specialist

2012 – 2015

Growth Systems Inc

- Implemented end-to-end marketing automation systems for 50+ clients
- Consistently improved lead-to-sale conversion performance through automation and journey refinement
- Optimized funnel structures to support more efficient acquisition and onboarding

TECHNICAL EXPERTISE

Marketing Technology

- ✓ CRM: HubSpot, Salesforce, GoHighLevel
- ✓ Email: Klaviyo, ActiveCampaign, MailChimp
- ✓ Analytics: GA4, GTM, Attribution Tools
- ✓ Advertising: Meta Ads, Google Ads, LinkedIn Ads
- ✓ Testing: Optimizely, VWO, Google Optimize

Development & Integration

- ✓ HTML/CSS, JavaScript, SQL
- ✓ API Integration & Webhook Management
- ✓ Custom Analytics Implementation
- ✓ Marketing Automation Workflows

NOTABLE ACHIEVEMENTS

- Helped drive measurable business growth for a wide range of clients through aligned strategy, messaging, and automation
- Maintained high client satisfaction and retention by focusing on long-term value creation
- Speaker at Digital Marketing Summit 2023
- Published "Modern Direct Response" newsletter (15K subscribers)

EDUCATION & CERTIFICATIONS

B.S. Marketing, University of Pennsylvania



WHAT I'M LOOKING FOR

After years of building systems, leading teams, and running my own marketing agency, I'm now focused on plugging into a fast-moving team or company where I can apply my skills to something bigger than myself.

I'm not chasing titles — I'm chasing momentum. I want to build alongside people who are scaling smart, solving real problems, and doing meaningful work. If you need a technical marketer, a full-stack builder, or a lead gen strategist who's already been through the fire — and could still go back into it tomorrow — I'm ready to jump in.

PROFESSIONAL PHILOSOPHY

Great marketing doesn't start with tactics — it starts with truth. Message-to-market match is foundational, but today's market demands scale through systems. I bring performance-grade

messaging, technical architecture, and executive-level focus — all aligned around growth that compounds."

AVAILABILITY

You don't need five people — you need one multi-disciplinary builder who knows how to write code, launch ads, and turn tech into revenue. Whether it's a cold audience or a broken funnel, I don't just fix it. I rebuild it smarter.

Let's talk if you're ready to scale faster, leaner, and with better tech. I'm ready to get started now—remote, hybrid, or in-person. If you need someone who can write the words, build the tech, run the campaigns, and think like a growth operator—I'm your guy.

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