

AARON PRICE

Chief Marketing Architect | Full-Stack Growth Strategist

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To Whom It May Concern:

Your company isn't looking for another marketing hire. You're looking for **leverage**.

Every business reaches a point where more effort no longer equals more growth. You've got talent. You've got tools. What you lack is the system that turns those assets into consistent, scalable revenue.

That's precisely the gap I fill.

For 15+ years, I've been the architect who transforms fragmented marketing efforts into unified growth engines. I don't just understand your challenge—I've solved it repeatedly, across industries, with measurable results:

- Reduced client acquisition costs by 47% while simultaneously increasing customer lifetime value by 85%
- Achieved 322% ROI on paid social campaigns through rigorous message-to-market match
- Transformed a traditional direct mail business, resulting in 218% revenue growth through digital channels

What makes these results possible isn't just technical skill or marketing knowledge. It's my unique ability to see the entire system—from funnel to friction, from message to money—and rebuild it for maximum leverage.

Most companies have people for content, ads, tech, and ops. What they lack is the one who ties it all together. The one who understands not just what to build, but why it breaks.

I see your organization with tremendous potential that's ready for its next phase of growth. I've helped similar organizations navigate this exact inflection point

with proven systems and strategies.

I don't need handholding or extensive onboarding. I need the mission and the metrics, and I'm off to the races. Whether it's leading your marketing team, architecting your GTM strategy, or rolling up my sleeves to fix the funnel, I adapt to what the mission demands.

The enclosed resume details my experience, but what it can't convey is my commitment to delivering measurable outcomes. I don't recommend next steps—I build the thing that moves them.

I would welcome the opportunity to discuss how my approach to marketing as a system—not just a service—could help your company achieve its growth objectives. I'm available at your convenience for a conversation about specific challenges you're facing and how I might help address them.

Sincerely,

[Signature]

Aaron Price

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P.S. — The difference between good marketing and great marketing isn't more effort—it's better leverage. If you're ready to scale faster, leaner, and with better systems, I'm ready to show you how.