

JARED M. McNALLY

Marketing & Growth Executive

AI-Driven Demand Generation · GTM & Brand Strategy · Systems & Platform Builder

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EXECUTIVE SUMMARY

Marketing and growth executive and hands-on systems builder with 15+ years founding, scaling, and operating companies at the intersection of marketing, data, and AI. Built Aspen Digital Marketing from \$0 to \$1.8M annual revenue in 2.5 years — serving 1,200+ clients globally, including 400+ agencies through a white-label division, with a team scaled to 46 — now completing a successful exit. Directed \$25M+ in paid media (\$50M+ under advisory) across six channels and generated \$60M+ at an average 22% CAC reduction as interim/fractional CMO across multiple engagements. Architects the technology behind the marketing — custom software, multi-agent AI, and self-hosted infrastructure — pairing big-picture strategy with the ability to ship the systems that execute it.

CORE COMPETENCIES

Go-to-Market & Growth Strategy · Demand Generation & Pipeline · Omni-Channel & Paid Media
Brand Positioning & Narrative · Marketing Automation & Lifecycle/CRM · Analytics & Attribution
Systems & Platform Development · Applied AI & Multi-Agent Orchestration · Self-Hosted Infrastructure
Technical & Big-Picture Strategy · 0→1 Product & GTM · P&L Ownership & Team Building

Tools & Platforms: Meta · Google · YouTube · LinkedIn · TikTok · CTV · GoHighLevel · GA4 · Marketing Automation · n8n · SQL/PostgreSQL · Self-Hosted Infra (Nginx, PM2) · Claude Code · ChatGPT · LLM & Agentic AI

CAREER HIGHLIGHTS

- Scaled Aspen Digital Marketing from \$0 to \$1.8M annual revenue in 2.5 years — 1,200+ clients globally, 170+ concurrent, team scaled to 46 — while sourcing \$5M+/yr in client pipeline.
- Powered 400+ partner agencies through a white-label marketing division — the core of the agency's business.
- Generated \$60M+ at an average 22% CAC reduction as interim/fractional CMO across multiple engagements.
- Directed \$25M+ in paid media directly (\$50M+ under advisory) across Meta, Google, YouTube, LinkedIn, TikTok, and CTV, at 3.2x average client ROI.
- Founded Easy Audiences (\$600K/yr) and, as a hands-on technical founder, architected production software end to end — a visitor identity-resolution platform (2M+ leads), a multi-agent AI orchestration platform (Nebula), and self-hosted marketing infrastructure.

PROFESSIONAL EXPERIENCE

Aspen Digital Marketing United States (Remote)

Feb 2019 – 2026

Founder & CEO

Digital marketing agency and white-label delivery partner for other agencies — paid media, creative, organic, and web/app development; operated multiple sub-brands, including CSTM Auto.

- Scaled the agency from \$0 to \$1.8M annual revenue in 2.5 years — 1,200+ clients globally, 170+ concurrent — with a global team scaled to 46 across media buying, design, video, and operations.
- Built a white-label division delivering back-end marketing to 400+ partner agencies — the core of the business — spanning paid media, creative, and web/app development.
- Directed \$25M+ in client paid media directly (\$50M+ under advisory) across Meta, Google, YouTube, LinkedIn, TikTok, and CTV, at 3.2x average client ROI.
- Sourced \$5M+/yr in client pipeline and productized AI-powered audience targeting as a core competitive differentiator.
- Structured and executed a successful exit from the agency (2026).

Easy Audiences, LLC Remote

2021 – Present

Founder & CEO

Martech/data company generating \$600K/yr across a suite of audience, identity, and list products for marketers.

- Easy Audiences: SaaS that builds hyper-targeted, verified marketing audiences from multi-platform data and AI, pushed directly to paid and organic channels.

- Traffic2Leads: a website visitor identity-resolution platform that has delivered 2M+ leads to date.
- 7FigureList: a custom data-scraping service (running since 2019) that compiles targeted prospect lists for marketers.

Fractional / Interim Chief Marketing Officer Remote

2022 – 2025

Across B2B and B2C growth-stage companies

- Generated \$60M+ across interim/fractional CMO engagements at an average 22% CAC reduction.
- Swim Influx: rebuilt the demand-generation engine, cutting client CAC ~29% and lifting revenue 8% per client.
- PARQ Street: architected the paid-media GTM that raised \$4M for a first-of-its-kind tokenized (RWA) boutique-hotel offering, securing partnerships with Plume (the largest RWA network) and 6+ crypto firms.
- Jenny Blackwood Coaching: scaled revenue ~40% in six months via rebuilt ad campaigns, content redirection, offer redesign, and marketing/operations systems.

Amped Local, Inc. San Diego, CA (Remote)

Jun 2021 – Apr 2024

Director of Fulfillment / Fractional CMO

Fulfillment lead for 'VIP Agency' (Douglas James Coaching) — a done-for-you program that built and grew complete marketing agencies for its students.

- Led fulfillment for a high-ticket program selling \$25K and \$50K done-for-you agency packages — enrolling 800+ students into those tiers and scaling to \$26M/yr in revenue on up to \$600K/month in ad spend.
- Built and led a 32-person fulfillment team (including coaches), delivering for up to 180 concurrent clients.
- Designed the team structure, systems, and SOPs that produced each student's agency end to end — LLC, website, GoHighLevel, offer, and niche — as a turnkey, revenue-ready business.
- Directed the paid-media, organic-outreach, and email/prospecting engine that drove results for every student's new agency.

Ameristar Parking Solutions Aspen, CO

Feb 2010 – Nov 2024

Partner & Director of Western Region Operations

Partner and regional P&L owner across municipal, commercial, and large-event contracts.

- Single-handedly built and launched the company's Western region from the ground up, landing its founding contract with the City of Aspen.
- Scaled the region to ~17 employees (within a ~125-person, \$4M+ company) and \$700K/yr in revenue, owning P&L, staffing, and client relations.
- Directed parking, traffic, and on-site operations for major Aspen events, winning competitive RFPs backed by GIS-based traffic and risk-management plans.

ADDITIONAL VENTURES — FOUNDER

ShredMetrix (extreme-sports gear performance analytics), **DealHawk.ai** (AI-powered real-estate acquisition), and **Nebula** (self-hosted, multi-agent AI orchestration).

EARLIER EXPERIENCE

Fluidity Barre — Business / Data / Marketing Analyst (2019 – 2020) — Built data-collection workflows and a BI-platform migration; ran multi-factor analysis of customer, order, and media data to lift profitability.

Marine Resources Council — Citizen Science Coordinator (2016 – 2018) — Led grassroots citizen-science, outreach, and advocacy programs; grant writing and public representation.

Surflife / Wavetrak — Surf Forecaster (2016 – 2018) — Produced daily surf forecasts using oceanographic and meteorological models and spatial data.

EDUCATION

M.S., Environmental Science — Florida Institute of Technology

2013 – 2015

Concentration: Pollutant Transport & Fate

B.S., Environmental Science — Florida Institute of Technology

2009 – 2012

Minors: Sustainability & Oceanography