

ERIC HELSEL

Senior Marketing Executive | AI Orchestration & Revenue Growth

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EXECUTIVE SUMMARY

Senior marketing executive with 20+ years building and leading the systems that drive revenue. Career record of \$130M+ in revenue influenced across eight verticals, including a \$25M crypto raise and \$80M+ in gross revenue under full P&L ownership. Currently open to fractional or competitive in-house roles. I bring senior level judgement paired with AI-scale execution.

The marketing executive role has changed, and most leaders haven't caught up. Two decades in digital plus real command of AI lets me run a marketing organization that does more with fewer people and less spend. I set the strategy, direct the teams, and make the calls on where AI replaces cost and where it accelerates revenue. Concepts get proven early instead of after a quarter of investment, so the department bets on what works and kills what doesn't before it gets expensive. Whether you are doing a department reset, or scaling your SMB after a capital event, I bring you the experience and wins to finish the next stage of your marketing journey.

I build and lead teams, own the marketing-to-revenue stack end to end, and cut dependence on external platforms, for bespoke built internal systems. The outcome leadership cares about: marketing that reads as revenue growth, not cost, with overhead down 50 to 75%.

Times have changed. AI provides a competitive advantage for marketing leaders who can identify opportunities, deploy systems, and run more efficiently. Case studies via personal brand site above.

CORE EXPERTISE

AI & Orchestration: AI-Driven Marketing Leadership: AI Strategy & Roadmapping, AI Opportunity Identification, AI Systems Deployment & Integration, Workflow Automation & Orchestration, Rapid Prototyping & Validation, Marketing & Sales Automation, RevOps & CRM AI Modernization, Martech Stack Consolidation, Build vs. Buy Decisioning, Team Enablement & AI Adoption.

Revenue & Growth: RevOps Architecture, Pipeline & Demand Generation, GTM Strategy, ABM & Outbound Systems, Funnel & Conversion Optimization, Performance Marketing & Media Buying, SEO & Content Strategy.

Leadership: Cross-Functional Team Leadership, Full P&L Ownership, Marketing Turnarounds, GTM Launches, M&A Enablement, Executive & Board Communication.

Hands-On AI Stack: Build at the API and SDK level, not just chat interfaces. Production agentic systems using Claude (Claude Code, MCP, tool use) plus OpenAI and Gemini APIs; multi-step orchestration via LangChain, n8n, Make, and Zapier; RAG pipelines with vector databases and embeddings; eval and output-validation loops for reliability; shipped on Vercel and GitHub.

PROFESSIONAL EXPERIENCE

Senior Marketing Executive (AI Orchestration & Revenue Growth)

Performance Click Ventures, LLC | Scottsdale, AZ Aug 2016 to Present

- Brought in by CEOs to reset broken marketing organizations or scale proven growth engines, owning strategy, systems, and the AI infrastructure that executes both.
- Influenced \$130M+ in revenue across SaaS, health tech, real estate, crypto, and performance marketing by tying every system directly to pipeline rather than vanity metrics.

- Architected and led a \$25M cryptocurrency crowd sale end to end: funnel infrastructure, offer development, customer journey mapping, and channel marketing across crypto-native platforms.
- Orchestrate agentic workflows, AI-personalized outbound, and custom internal tools that compress six-month builds into weeks and cut marketing software costs by up to 90%.
- Replace bloated or broken CRM and SaaS stacks with leaner custom builds, reducing marketing overhead 50 to 75% while increasing output.
- Lead client marketing and sales teams alongside the systems, training them to operate the tooling so capability stays inside the organization after the engagement ends.
- Advise founders and executives on GTM strategy, positioning, and offer architecture to drive revenue growth and M&A outcomes.

Vice President of Online

Townsgate Media | Westlake Village, CA Mar 2009 to Aug 2016

- Delivered \$80M+ in gross revenue through product development, offer architecture, and multi-channel digital acquisition.
- Managed a 25 to 35 person cross-functional team across development, product, marketing, and IT with full monthly P&L accountability.
- Directed affiliate marketing, SEO, and mobile and web product launches that drove high-volume customer acquisition.
- Built monetization strategies across web and mobile that created new revenue streams, scaling working channels while turning around underperforming ones.

SELECTED ENGAGEMENTS

Representative results across recent and career engagements. Every engagement follows the same path: identify the pain, build the system, deliver proof.

Sector & Role	What I Built	Outcome
National Real Estate Brokerage <i>Fractional CMO</i>	Consolidated fragmented CRMs onto the right platforms, built a functional RevOps pipeline and reporting, and deployed AI-native solutions across operations.	Data-driven pipeline replacing guesswork. Lower headcount, higher productivity.
Restaurant Back-Office SaaS <i>Fractional VP Marketing</i>	Full marketing infrastructure from zero: ABM model, SEO, segmented landing pages, RevOps, AI-personalized outbound, and a proprietary BDR Co-Pilot system.	\$2.4M pipeline. 90% lower software cost. Full execution at 35% of typical headcount.
Health Tech Staffing <i>Fractional VP Marketing</i>	Rebuilt strategy and growth plan from the ground up, introduced AI-native campaign systems, and cut wasted spend across channels.	\$1.8M pipeline. Tens of thousands saved. Spend focused only where performance exists.
Cryptocurrency (ICO) <i>Director of Marketing</i>	End-to-end marketing architecture: funnel, offer development, customer journey, and full hype cycle across crypto-native channels.	\$25M raised from zero infrastructure.
Affiliate Network <i>Director of Marketing</i>	Executive ownership of media buying, performance marketing, product channels, and traffic optimization, driving margin on paid performance.	Decade-long relationship. Sustained growth and profitability.

EDUCATION & CREDENTIALS

Education: Criminal Justice / Law, Dean's List (4.0). Evergreen Valley College, San Jose, CA.

Certifications: Google Ads, Google Ads Display, Google AdWords, Google Analytics.

Military Service: United States Air Force, Staff Sergeant. Honorable Discharge. Air Force Achievement Medal.