

Dear Hiring Team,

What sets me apart isn't just experience. It's perspective.

My experience spans more than a decade across B2B and B2C, SaaS and services, startups and enterprise. Across all of it, I've learned to solve problems that don't have obvious answers. I lead with data, move with proficiency, and consistently deliver outcomes by applying creative thinking to complex challenges.

The diversity of that background has become one of my greatest assets. It allows me to approach marketing challenges with a wider lens, bridge strategy and execution seamlessly, and adapt quickly to whatever stage a business is in. With AI, I've stopped waiting for the solution and started building it. I've built full agentic infrastructures and applications that streamline execution and cut time to insight. Whether the goal is to improve ROAS, reduce acquisition costs, or bring more clarity to attribution, I operate with ownership and build the systems that deliver the results.

Another differentiator is my ability to communicate complexity in a way that makes sense. Whether it's reporting performance in a QBR or walking through funnel diagnostics with a cross-functional team, I focus on making insights digestible, strategic, and actionable. I want stakeholders to walk away aligned and confident, not overwhelmed.

Ultimately, I don't just run campaigns. I'm here to solve meaningful business problems through marketing. Problems that require a mix of sharp thinking, deep experience, and the curiosity to challenge what's always been done. If that's what your team is looking for, I'd love to connect.

Sincerely,

James Sarris