

# MAXIMIZE YOUR MARKETING

DAVE HARRELL MARKETING CONSULTING | BASED IN RALEIGH, NC | AVAILABLE NATIONWIDE



## WHO I HELP

**Business owners, executives, and marketing leaders** who want to drive smarter, more effective marketing—without wasting time or money. Whether you're launching a product, scaling your business, or building brand equity, I bring clarity, efficiency, and impact to every step.



**If you're unsure whether your current agency is delivering—or if you're getting what you paid for—I can help you evaluate performance, optimize partnerships, or transition to better solutions.**

## MAKE DECISIONS

## WITH CONFIDENCE

Marketing shouldn't be a cost center—it should drive growth. I help clients make every dollar count by aligning strategy with execution, improving efficiency, and using data to guide smart decisions.

Whether you're auditing existing efforts, building an internal team, or evaluating agency spend, I'll help you invest wisely and get real results.

## HOW I HELP

With over two decades leading marketing strategy and creative execution at brands like Lenovo, Cisco, and Blue Cross NC, I help organizations of all sizes maximize their marketing investment. From strategy to execution, I bring experience, insight, and results.

Executive Services	Strategy and Planning	Management	Creative Services
Agency Review and Negotiation	Program, Metrics and Budget Review	Vendor and Partner Management	Design and Copy
Team and Leader Optimization	Campaign and Program Planning	Digital and Social Campaigns	Web
Fractional CMO	Web and Media Planning	Project Management	Video and Audio

## ABOUT DAVE



Dave Harrell is a seasoned marketing and creative leader with over 20 years of experience helping companies grow through smart strategy and standout execution. He's led teams at Lenovo, Cisco, and Blue Cross NC, and worked with startups, agencies, and nonprofits alike. Known for his collaborative style and ability to bridge big-picture thinking with hands-on execution, Dave helps clients cut through the noise and make marketing that works.

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