EK Marketing Strategies

Rate Card

STRATEGIC MARKETING CONSULTING

Senior-level marketing expertise when you need focused strategic guidance, leadership, or support without a long-term commitment. I partner with businesses to solve marketing challenges, identify opportunities, and move key initiatives forward. Support can include marketing strategy and planning, brand strategy and positioning, go-to-market strategy, channel and integrated marketing planning, agency leadership and direction, marketing operations, organizational change, and strategic project leadership. Ideal for businesses that need an experienced marketing leader to provide an outside perspective, develop a strategy, troubleshoot a challenge, guide a critical initiative, or bring structure and momentum to marketing efforts.

Best for: Strategy sessions, Marketing assessments/audits, Brand & GTM planning, Agency guidance, and Executive Marketing support.

$150/hr

FRACTIONAL MARKETING DIRECTOR

Experienced marketing leadership and strategic direction without the commitment or cost of a full-time Marketing Director. I partner with businesses as an extension of their leadership team to develop marketing strategy, establish priorities, and turn plans into action. Support can include annual and quarterly marketing planning, brand and go-to-market strategy, integrated channel planning, campaign and program leadership, agency and vendor management, marketing operations, team guidance, budget prioritization, and cross-functional alignment.

Best For: Growing businesses and lean marketing teams that need experienced, hands-on leadership to develop marketing strategy, establish priorities, coordinate resources, and drive execution.

Monthly retainer customized based on business needs, scope, and level of leadership required.

Starting at $3,500/mnth

FRACTIONAL VP OF MARKETING

Executive-level marketing leadership to help businesses define direction, accelerate growth, and build a stronger, more effective marketing organization without the need for a full-time VP. I partner with business leaders to connect marketing strategy to broader business goals, establish priorities and investment areas, and provide senior leadership across the marketing function. Support can include enterprise marketing strategy, brand and go-to-market direction, organizational and team leadership, budget and resource prioritization, agency oversight, marketing capabilities and operations, cross-functional alignment, change management, and leadership of high-priority strategic initiatives.

Best For: Growing or evolving businesses that need an experienced marketing executive to lead the marketing function, advise senior leadership, strengthen an existing team, navigate organizational change, or provide strategic direction during a critical stage of growth or transformation.

Monthly retainer customized based on business needs, scope, and level of leadership required.

Starting at $4,000/mnth

STRATEGIC MARKETING PROJECTS

Senior-level marketing strategy and leadership for high-priority initiatives with a defined scope, timeline, and outcome. With this engagement, I partner with businesses to lead critical marketing projects from strategy and planning through implementation and launch. Engagements are customized around a specific business need and can include brand launches or repositioning, go-to-market initiatives, marketing technology implementations, channel integration, customer or loyalty programs, agency transitions, marketing process improvements, and other strategic marketing transformations.

Best For: Businesses with a significant marketing initiative that requires experienced leadership, cross-functional coordination, and dedicated ownership but doesn't require ongoing fractional marketing support.

Project fee customized based on scope, complexity, timeline, and level of support required.

Custom Price

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Upwork contact info

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