One-Pagers

Summaries of how I can support you

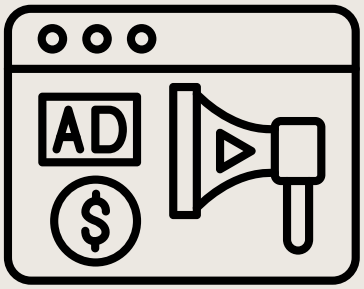
For Firms

Grow More; Grow Better; Grow Faster

Paul Mosenson, Founder

Elevating Brands with Data-Driven Strategies and Unparalleled Media Expertise

FOR ALL CAMPAIGNS, WE ANSWER: DID IT WORK?



Advertising & Response Media

Maximize Impact

Lead Generation

Boost Conversions

Measurable Outcomes

Quantifiable Success Metrics

AI Integrations

Efficient & Impactful

Marketing Consultant, Media Buyer

- **25+ Years Media Leadership - Expert in media planning, buying, demand generation**
- **Innovative Media Strategies - Creates plans & content that resonate and align with goals.**
- **AI Optimization - Leverages AI for targeting and efficiency.**
- **Data Analytics - Utilizes analytics for media performance insights.**
- **Advanced Attribution Mastery - Implements models to measure campaign impact.**
- **B2C/B2B Industry Versatility - Extensive experience across multiple sectors.**

NuSpark Media Group

nusparkmediagroup.com pmosenson@nusparkmedia.com

For Fractional CMOS

Your Strategic Partner in AI-Driven Marketing Excellence

Paul Mosenson,
Founder

Empowering Fractional CMOs to Achieve Superior Client Outcomes

FOR ALL CAMPAIGNS, I ANSWER: DID IT WORK?

Advertising & Demand Generation

Navigate the complexities of digital media buying to maximize visibility, reach, and ROI. Whether through social media ads, paid search, display networks, or content syndication, I handle the entire process with a focus on precision targeting to drive meaningful engagement.

AI Lead Generation

Utilize AI-driven tools to create lead magnets and funnels that attract, engage, and convert the right prospects. I build integrated lead generation strategies designed to seamlessly guide potential customers through the sales funnel, turning prospects into loyal, long-term customers.

Measurable Outcomes

Provide detailed analytics and performance tracking to assess what's working and identify areas for improvement. By focusing on key performance indicators, I ensure marketing efforts are aligned with measurable results.

AI Integrations

Leverage over 250 custom-built AI tools to efficiently scale content production while maintaining quality and relevance. From crafting blog posts and social media updates to personalized email campaigns, I develop data-driven content strategies that resonate with target audiences.

Benefits

- 25+ Years Media Leadership - Expert in media planning, buying, demand generation, funnel optimization. B2B or B2C
- Offer a **second set of eye**s to refine marketing strategies, uncover new opportunities, and fine-tune underperforming tactics, bringing fresh insights and actionable recommendations that drive better outcomes for your clients.

The More-Better-Faster Solution.

By leveraging AI-driven tools, I empower Fractional CMOs to deliver more for their clients—more content, more leads, and more strategic insights—with better precision and personalization, achieving faster results and quicker ROI.

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For Fractional Sales

Your Strategic Partner in AI-Driven Sales Excellence

Paul Mosenson,
Founder

Empowering Fractional Sales to Deliver Superior Client Outcomes

FOR ALL CAMPAIGNS, I ANSWER: DID IT WORK?

Advertising & Demand Generation

Navigate the complexities of digital media buying to maximize visibility, reach, and ROI. Whether through social media ads, paid search, display networks, or content syndication, I handle the entire process with a focus on precision targeting to drive meaningful engagement.

AI Lead Generation

Utilize AI-driven tools to create lead magnets and funnels that attract, engage, and convert the right prospects. I build integrated lead generation strategies designed to seamlessly guide potential customers through the sales funnel, turning prospects into loyal, long-term customers.

Measurable Outcomes

Provide detailed analytics and performance tracking to assess what's working and identify areas for improvement. By focusing on key performance indicators, I ensure marketing efforts are aligned with measurable results.

AI Integrations

Leverage over 250 custom-built AI tools to efficiently scale content production while maintaining quality and relevance. From crafting blog posts and social media updates to personalized email campaigns, I develop data-driven content strategies that resonate with target audiences.

Benefits

- **Expert Strategy Development**: Decades of experience in media planning, demand generation, and funnel optimization ensure tailored marketing strategies that align with your clients' unique goals.
- **Improved Client Outcomes**: My hands-on approach delivers measurable results, from driving higher-quality leads to achieving better ROI on marketing and sales efforts.
- **Fresh Perspective**: I act as a second set of eyes, uncovering opportunities and refining strategies to maximize your clients' success.
- **Seamless Collaboration**: I work as an extension of your team, integrating seamlessly into your workflows to enhance your service offerings without additional overhead.
- **Proven Leadership:** With 25+ years in marketing and sales enablement, I bring a wealth of expertise that instills trust and confidence in your clients.

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For Ad/Marketing Firms

Your Strategic Alliance in AI Management & Performance Media Buying for Clients

Paul Mosenson, Founder

FOR ALL CAMPAIGNS, I ANSWER: DID IT WORK?

Performance Media Buying

Navigate the complexities of digital media buying to maximize visibility, reach, and ROI. Whether through TV, radio, OOH, social media ads, paid search, display networks, or content syndication, I handle the entire process with a focus on precision targeting to drive meaningful engagement.

AI Lead Generation

Utilize AI-driven tools to create lead magnets and funnels that attract, engage, and convert the right prospects. I build integrated lead generation strategies designed to seamlessly guide potential customers through the sales funnel, turning prospects into loyal, long-term customers.

Measurable Outcomes

Provide detailed analytics and performance tracking to assess what's working and identify areas for improvement. By focusing on key performance indicators, I ensure marketing efforts are aligned with measurable results.

AI Integrations

Leverage over 250 custom-built AI tools to efficiently scale content production while maintaining quality and relevance. From crafting ad writing and blog posts to personalized email and text campaigns, I develop data-driven content strategies that resonate with target audiences.

Benefits

Extensive Media Buying Experience

- Proven success in both traditional (TV and radio) and digital media buying, ensuring campaigns deliver impactful, multi-channel results.
- Negotiation expertise to secure maximum value and reach for your clients' budgets.

Versatility Across Industries

- Hands-on experience with clients in healthcare, retail, higher education, pharma, tech, and more.
- Ability to adapt strategies to meet the specific demands of diverse industries, ensuring tailored approaches for every client.

Measurement and Attribution Expertise

- Rigorous focus on analytics to ensure campaigns are trackable, adjustable, and ROI-driven.
- Data-informed strategies to meet client expectations with measurable, transparent results.

Proposal and Strategy Refinement

- A second set of eyes to review media plans and proposals, ensuring maximum value for your agency's clients.
- My expertise gives your agency confidence in closing deals with prospects, enhancing your competitive edge.

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