

## Contact

[www.linkedin.com/in/marketingaaron](http://www.linkedin.com/in/marketingaaron) (LinkedIn)  
[www.doublezebra.com](http://www.doublezebra.com) (Company)

## Top Skills

Creative Direction  
User Experience (UX)  
Growth Strategies

## Certifications

Google Digital Marketing Certification  
HubSpot Inbound Marketing Certification  
HubSpot Sales Enablement Certification  
Google AdWords Certified Partner  
HubSpot Inbound Certification

## Honors-Awards

The Knot Hall of Fame Award  
The Knot Best Of Award  
WeddingWire Couples Choice Award  
ABC Channel 10 #1 in Category  
Gold W3 Award for Creative Excellence on the Web

## Publications

Book - Behind Closed Doors:  
Successful Consumer Products and  
the Innovation-for-Hire Debate

# Aaron Wolpoff, MBA

The Fearless Fixer of Marketing  
San Diego, California, United States

## Summary

Fractional CMO  
# Top 20 Podcast Creator & Host (Now in Season 2 of "We Fixed It You're Welcome" on Gamut Network)  
Entrepreneur  
SoCal Lead, Fractionals United  
Agency Leader & Collaborator  
Trendspotter  
# Fearless Fixer

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## Experience

Double Zebra  
Head Zebra  
January 2014 - Present (11 years 7 months)  
San Diego, CA

The Double Zebra Marketing Co. is involved with large brands, B2B, CPG, SaaS, tech, AI, higher ed, startups, consulting, and training through co-entrepreneurial ventures and limited client engagements.

Fractionals United  
SoCal Community Lead  
November 2024 - Present (9 months)

Fractionals United is the largest global community dedicated to supporting and connecting fractional executives. As Southern California Lead, I champion a vibrant, fast-growing network of senior leaders who serve in pivotal fractional roles across industries.

RightSize Collective  
Chief Creative Officer  
March 2025 - July 2025 (5 months)

RightSize Collective (RSC) was a fractional agency incubator developed to test new approaches to fractional leadership engagements.

## 41 Orange, LLC

2 years

### Director Of Client Services

2017 - 2019 (2 years)

Greater San Diego Area

As Director of Client Services for 41 Orange (now Agency63), I tapped into my extensive marketing background to develop the client services business unit for this fast-growing demand-gen agency, leading a team of inbound strategists, content strategists, SEO specialists, and other subject matter experts.

Using

# inbound methodologies

# advanced HubSpot techniques

# innovative marketing approaches

I worked to establish core competencies and shape customer engagements across a diverse portfolio of B2B clients. As a result, the agency grew rapidly, putting my leadership skills into effect.

Key Accomplishments:

➡# Achieved client metrics of 2x to 10x benchmark results in niche competitive industries.

➡# Surpassed KPIs within 6 months and attained promotion to senior standing with a key leadership role.

➡# Worked to expand the agency to triple the client roster, revenue and team size over my tenure, achieving special HubSpot partner designation as a result.

Areas of responsibility: marketing strategy, leadership, email marketing, funnel building, demand generation, content programs, web development, technical SEO, and more.

Client verticals: SaaS, machine learning, autonomous vehicles, data mining, renewable energy, fintech, investment funds, employee benefits, real estate, and more.

### Senior Strategist

December 2017 - June 2018 (7 months)

Greater San Diego Area

➤ Led a rapidly growing team of marketing strategists and content strategists for clients in verticals such as fintech, AI, wealth management, SaaS, and many more.

## True Photography

### Marketing Director

2010 - December 2017 (7 years)

Greater San Diego Area

As Marketing Director for True Photography, I evolved a traditional client services company into the modern age through digital transformation, best-in-class service, and marketing automation. Over 6 years, what had been a slow and tedious client acquisition process became a digital-first experience, shortening the average customer sales cycle from 7 days to 2.

This created the springboard for the company to grow exponentially in capacity, outpacing all competition, achieving numerous industry awards and vaulting the company into a Top 3 national studio.

Areas of responsibility: branding, UI/UX, customer journey, strategic partnerships, SEO, and much more.

#### Key Accomplishments:

- ➡# Surpassed 1K+ events per year with a 100% client satisfaction rating by understanding client needs, refining company structures, and spearheading the transformation of brand and business processes.
- ➡# Activated 1k+ strategic partners / COIs to become promoters by building a robust program of proprietary incentives and resources.
- ➡# Boosted team productivity by over 200% via leadership approaches and techniques, and spearheading scalability initiatives and automation systems.

## Saxony Creative Group

### Studio Director

2003 - 2010 (7 years)

Solana Beach, CA

Upon MBA graduation, I was offered the opportunity to apply my learnings to client engagements for SMB and startups, while running this boutique agency.

Working directly with CEOs and Founders, I created unique solutions to strengthen brands and digital footprints while accelerating growth initiatives.

## Key Accomplishments:

- ➡# Gained a wealth of experience by partnering with early stage companies to understand their challenges and how to best serve them.
- ➡# Created an early SaaS model revenue stream that expanded the client base YoY.
- ➡# Became a trusted whitelabel partner and go-to for large agencies by developing specialized expertise across my team of creatives, designers and developers.

Client verticals: automotive, hospitality, weddings / events, digital tokens (early NFTs), greeting cards, gaming, telecom, and much more.

Areas of responsibility: brand strategy, brand architecture, web design, lead acquisition, event marketing, go-to-market planning, and much more.

## Foundational Career Experience

### Early Experience

2000 - 2003 (3 years)

- Award-winning internal agency role at Navy Federal-affiliated credit union with a large international member base.
- Experiential marketing and brand ambassadorship for companies like Oracle, Sun Microsystems, Ocean Spray, Pacific Gold, U.S. State Department, major market radio stations, and many more.

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## Education

### San Francisco State University

Master's degree, Business Administration

### University of California, San Diego

Bachelor's degree, Arts, Communication