



ERIC FULLER

Brand & Marketing Strategist

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FullSpeed-Marketing.com

CORE EXPERTISE

- Brand Strategy
- AI-Powered Marketing
- Audience Intelligence
- Campaign Strategy
- C-Suite Advisory
- Multi-Market Execution
- Direct Response
- Agency Leadership

AI TOOLS & PLATFORMS

Conversational & Text

- ChatGPT
- Claude (Anthropic)
- Perplexity AI
- Microsoft Copilot

Creative & Visual

- Midjourney
- DALL-E
- Canva AI
- Adobe Firefly

Productivity & Automation

- Notion AI
- Synthesia / Pictory AI
- Otter.ai
- Zapier

FullSpeed Marketing

Senior-Level Strategy. Local Commitment. Lowest Overhead.

For 20 years, I worked inside some of the largest media and marketing organizations in the country — helping Fortune 500 brands, national auto groups, and major broadcast networks build the strategies that move markets. I learned — from the inside — the playbooks that big agencies charge enormous fees to execute.

Then I looked at the overhead those agencies carry and made a decision: I could do more for a local business owner than they ever could, and do it for a fraction of the cost.

When you hire a large agency, your budget pays for:

- Glass offices and layers of account management
- Markup that funds their growth — not yours
- Junior teams executing senior-level strategies

When you work with me:

- You get direct access to 20 years of senior-level expertise
- Every dollar of your budget works on your campaign
- No middleman. No markup. No bureaucracy.

I started FullSpeed Marketing to bring Buffalo something it's been missing — genuine senior-level strategy, the kind that national brands pay premium prices for, delivered locally by someone who knows your market and answers their own phone.

If you've ever wondered how the big guys always seem to know exactly who to target, what to say, and when to say it — that's not magic. It's a system.

I spent 20 years inside that system. Now I run it for you.

CAREER HIGHLIGHTS

- **FullSpeed Marketing**
Independent Advisor — Senior-level strategy for Buffalo-area businesses since 2020
- **iHeart Media**
VP Marketing & Brand Strategy — Ranked #1 nationally; AI-driven \$4M revenue result
- **Intelligent Automation 360**
Chief Strategy Officer — Led brand positioning for B2B AI/predictive analytics platform
- **West Herr Auto Group**
Brand & Marketing Executive — 40-location, Top 15 nationally ranked operation
- **Agency720 / Chevrolet (GM)**
Regional Brand Strategy — Primary advisor on one of the world's most recognized brands
- **Cox Automotive**
Digital Marketing Strategist — 5 promotions; Director's & President's Club winner

20+

Years Experience

\$250M+

Total Revenue

16,000+

Clients Served

Top 5%

Production Avg

Let's talk about what's possible for your business.

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