

Sean A. Russell

FRACTIONAL CMO / VP MARKETING / CMO / MARKETING SYSTEMS EXECUTIVE

Twenty years leading marketing, content, and production teams, most recently as the strategist behind an \$800M voter-approved bond campaign. Available as a full-time marketing executive, remote only, or as your Fractional CMO, backed by an AI-powered team and a track record across civic, beauty, wellness, and entertainment brands.

\$800M

BOND CAMPAIGN LED

100+

CLIENTS SERVED

20+

YEARS EXECUTIVE EXPERIENCE

srussell@lesaruss.com | Remote Only, Based in Orlando, FL | seanarussell.com | linkedin.com/in/seanarussell

WHY THIS WORKS

What You're Getting

Systems Thinker

Sean builds the infrastructure that runs the campaign, not just the campaign itself. Every engagement becomes a repeatable system that keeps compounding.

AI-Powered, Human-Backed

LESARUSS runs AI against Sean's best practices and case studies, with community managers handling the relationships that need a human touch.

Proven at Scale

From an \$800M bond campaign to a 10.16x ROAS for a global beauty brand, the work is judged on delivered numbers.

Cross-Industry Range

Civic, beauty, wellness, entertainment, and nonprofit: faster ramp-up and best practices that cross-pollinate instead of staying siloed.

Remote-Native Operator

Built and scaled \$800M-scale outcomes without needing to be in one office. Every engagement runs remotely, minus the overhead.

Built to Scale

Not one person juggling clients: a system, with coordinators and additional CMOs added as client volume grows.

SELECTED RESULTS

Projects That Prove It

LashMakers

Beauty / Global Brand

Rebuilt the ad, email, and SEO funnel end to end, growing quarterly revenue from \$167K to \$262K+, a 10.16x return on ad spend.

Balance for Life Florida

Wellness Retreat

Built the first digital growth system from scratch, taking quarterly revenue from \$12.9K to \$107K, 730% growth and 6x bookings.

Broward County Public Schools

K-12 / Civic, 250K+ Students

As District Webmaster for the sixth-largest school district in the U.S., led the year-long campaign behind an \$800,000,000 voter-approved bond, across 75 departments and 200+ schools.

LESARUSS

The System

The AI-powered production company Sean founded and built, designed to let a small team run marketing at enterprise scale for organizations of any size.

THE MODEL

Fractional CMO, Built to Scale

Sean becomes an organization's chief marketing officer, running its full stack of content, brand, and campaigns on LESARUSS's AI-powered systems, backed by community managers who handle the human side of every relationship. As client organizations grow, so does the team behind them: coordinators and additional CMOs brought on as needed, all compounding off the same body of case studies and best practices. Available to organizations of any size, from small businesses to nonprofits to enterprise clients, on a full-time, fractional, or advisory basis.

EXPERIENCE

Two Decades, Built Over Time

LATE 90s

Professional Before Graduation

Working as a webmaster and junior reporter before finishing high school.

2000s

Community + Systems

Founded Anime3000. Learned audience architecture and how small teams compete with big budgets.

2010s

Marketing at Institutional Scale

Led marketing for Broward County Public Schools, including the \$800M bond campaign. Launched Vegans Explore and SoFlo Vegans.

2020s

The System, Productized

Founded LESARUSS. Delivered double-digit ROAS for beauty and wellness clients. Building the Fractional CMO model now.

SKILLS

Full-Stack Marketer

Paid Media & Performance · Email & CRM Automation · SEO & Content Strategy · Brand & Systems Design · AI-Driven Operations · Community Management · Event & Campaign Production · Web & Platform Migration · Video Production · Public Speaking · Crisis Communications · Team Building

B.S., Television Production, Florida International University. Preceded by four years studying TV Production, Web Development, and Graphic Design at a magnet school.

EMAIL

srussell@lesaruss.com

AVAILABLE FOR

Full-Time / Fractional CMO / Advisory

RESPONSE TIME

Within 1 business day