E&J Marketing LLC
Illuminating your path forward

Why a Fractional CMO?

High-growth companies often reach a pivotal moment—they need senior-level marketing leadership, but not a full-time executive salary. That's where Fractional CMO support becomes a game-changer.
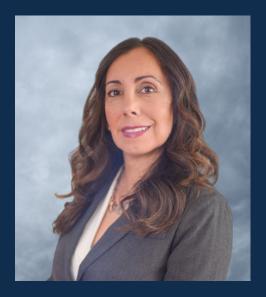
Yvonne Conroy provides executive-level strategic leadership on a flexible basis, giving organizations access to the vision, expertise, and hands-on guidance of a seasoned C-suite marketer. You get clarity, direction, and leadership that doesn't just create strategy—it drives execution and results.

What you get with Fractional CMO Leadership:
- Brand Strategy & Positioning Leadership
- Marketing Roadmaps & Go-to-Market Strategy
- Campaign Strategy, Development & Oversight
- Digital Marketing & eCommerce Acceleration
- Team Leadership & Organizational Structure
- Creative Direction & Storytelling
- Market Insights & Competitive Analysis
- Fractional Executive Guidance with Scalable Support

The Fractional Advantage
- Executive Expertise Without the Full-Time Cost
- A True Leadership Partner
  - Yvonne becomes an extension of your leadership team—guiding decision-making, aligning departments, and bringing clarity to your marketing organization.
- Strategy + Execution
  - Not just plans on paper. A fractional CMO ensures strategies are implemented, optimized, and measured for impact.
- Flexible Engagement
  - Support customized to your growth stage, bandwidth, and business goals.

Yvonne is a seasoned marketing and eCommerce executive with 20+ years of experience driving growth for consumer packaged goods, distribution, and B2B organizations. A former Vice President of Marketing, she has built high-performing teams, shaped brand architecture, led omnichannel campaigns, and scaled digital and eCommerce ecosystems.

As a Fractional CMO, Yvonne brings senior strategic leadership that helps companies clarify brand direction, strengthen marketing operations, and create actionable plans that deliver measurable results—without the commitment of a full-time hire.

☎ 201-401-2899
📍 Flower Mound, TX
🌐 endjmarketingllc.com
✉ yvonne.eandjmkt@gmail.com