



CHATTANOOGA, TN

FRACTIONAL CMO + AI STRATEGY

Your name earned the trust. Your voice keeps it.

We help founder-led companies make their marketing sound like the business their customers already trust.

◆ Technology can help you say more. It *cannot* earn trust for you.

AI makes it easier than ever to publish more—and easier than ever to sound like everyone else.

We offer *AI-informed* marketing. **100% human delivery.**

◆ You'll know it's working when

- Prospects quote your website on the first call.
- Referrals arrive already convinced.
- Your sales team stops rewriting the marketing.

◆ Three ways we work together

_01 CLEAR EYES • Brand & AI Readiness Audit

- An honest outside view of your brand, your message, and where AI fits.
- You'll know what to fix first.

_02 DESIGN & BUILD • Creative Execution & Strategy

- The marketing your customers see, built from one clear idea.

_03 EXECUTIVE LEADERSHIP • Fractional CMO + AI Lead

- A CMO's judgment without a CMO's payroll. At the table when it counts.



Let's talk.

It starts with 25 minutes. No pitch, no deck.
You tell me what feels stuck.
I tell you what I see.

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Not ready for a call? Take the nine-question Brand Diagnostic at sharppencil.co.

◆ Micah Voraritskul

20+ years in strategic communications,
#1 Amazon bestselling author
Peer-reviewed, IEEE-published author
AI & Faith Contributing Expert
C2PA contributor member alongside
Adobe, Google, & the BBC