



Headcamp

CREATIVE MARKETING

Your Strategic Growth & Fractional C-Suite Partner

"We help your business grow to the next level."

2026

The Power Trio



Cindy Wong

*Client-Relations Director
& Business Development*



Steven Higa

*Managing Partner
& Digital Strategy*



Travis Talley

*Creative Director
& Graphic Design*



The Catalyst

- 21 years of Client Relations
- 18 years of Operations optimization
- 16 years of Digital Marketing
- 16 years of Business Development & Growth

The Architect

- 19 years of Digital Marketing
- 17 years of Business Intelligence
- 17 years of Ecommerce & CRO
- 10 years of Digital Transformation

The Storyteller

- 24 years of Graphic Design
- 22 years of Print Marketing
- 20 years of Website Development
- 15 years of Creative Direction



Our Experience

A Few Organizations We've Helped...



Evolve Your Organization To The Next Level with Headcamp...

Fractional Growth Leadership Chief Creative Officer, Chief Marketing Officer, Business Development Officer	We provide Executive Leadership from experienced professionals that can be scaled up and down with your business needs. Marketing Strategy, Creative Optimization, Revenue Channel focused on your goals.
Brand Identity & Design Strategy	We help you solidify your Brand Identity, establish Brand Guides and position your design resources to grow with your business to deliver premium brand position.
Performance Analytics & Business Intelligence	We collaborate to build and establish your custom data-modeling strategy that helps you and your team make impactful, BI-supported decisions.
Omnichannel Website & Ecommerce Strategy	Experienced management of your sales channels—D2C (Shopify), B2B, Marketplace (Amazon/Ebay)—to optimize your multi-touch approach for maximized revenue.
Bilingual Market Expansion	Increase your revenue with a new AAPI language-specific acquisition strategy using our proprietary network of Youtube, TV, Radio and Social Media influencers and channels like RedNote (Xiaohongshu).

The Growth Gap

Getting You Ready to Grow...

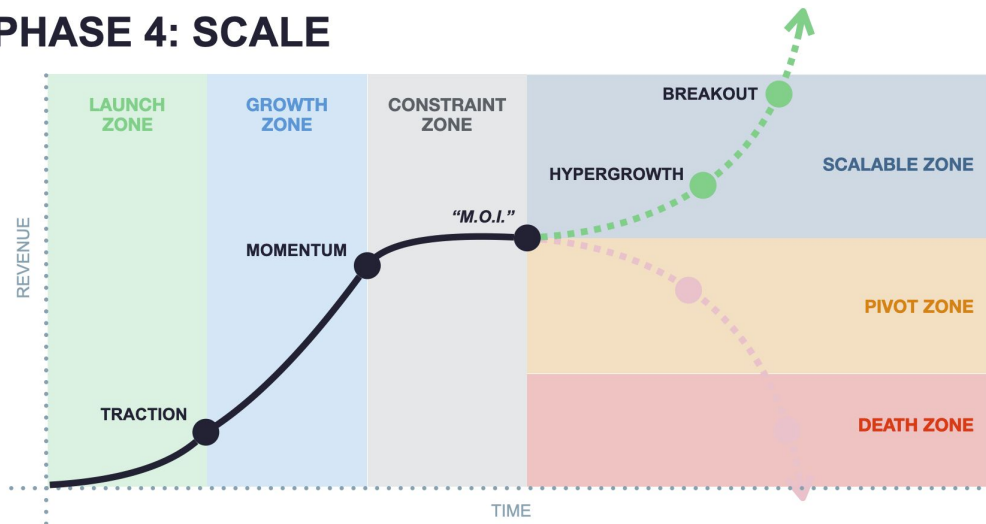
Has your organization that outgrown basic marketing but isn't positioned for a full-time \$250K executive yet?

We help you bridge that gap.

With more than two decades of fast-paced corporate world experience, we each share a passion for helping mid-level businesses with key changes to help transform your operation for future success hypergrowth.

By understanding your business goals and real-life resources, we work with you to develop the strategies that maximize results through tailored-solutions that elevate brands, engage audiences, and drive results. And, we can scale up or down with your bottom-line.

PHASE 4: SCALE



Why mid-sized businesses stall...

You have **great products**, **great people** and a **strong base**. You've survived the **Launch Zone** and gained traction through the **Growth Zone**. You're now in the **Constraint Zone**, a moment of inflection where you *need to be able to scale*. The solution is trusted guidance on enterprise-level systems and platforms tailored for your business needs and resources...Headcamp can help.

Fractional C-Suite Model

Your External C-Suite Partner...

We integrate into your existing team in order to optimize your P&L performance and drive ROI. With decades of experience, we are able to develop the ideal strategy for your team and organization while also helping to jump in when necessary.

Advantages:

- Limited investment risk
- Dial-up or down *based on your needs*
- 60+ years of experience plugged in from day 1, focused on immediate impact
- No Overhead cost
- No Benefits costs
- No Payroll tax
- No Equity



The Approach

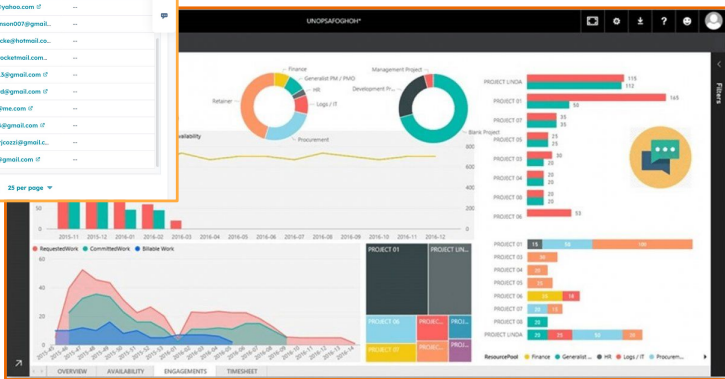
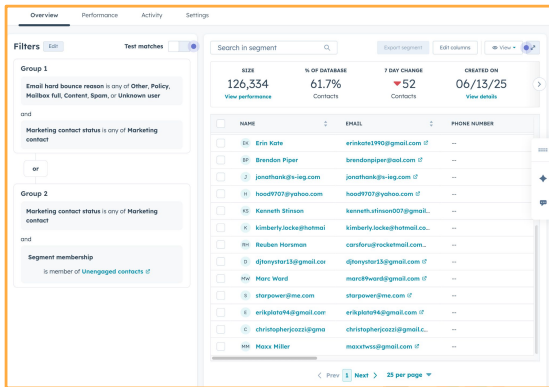
60-Day Transformative Review...

We deep dive into your CRM, Marketing Funnel, Data pools and Channel Teams to identify opportunities to maximize revenue and optimize processes.

Observe &
Review

Discuss &
Collaborate

Build &
Develop



Technology, Platforms & Data...

Decision are best made when based on real-world performance. We help build the business engine that makes decision making more confident and effective.

Enterprise-level platforms are a significant business investment initially and on-going. Our experience with Hubspot, Mailchimp, Salesforce and other notable platforms help provide honest recommendations on the best application to your organization.

With solid platforms we can use that data to build Business Intelligence(BI) Dashboards that provide more time to top leadership to scale your business and make sound decisions.



mailchimp



HubSpot



Power BI



Meta



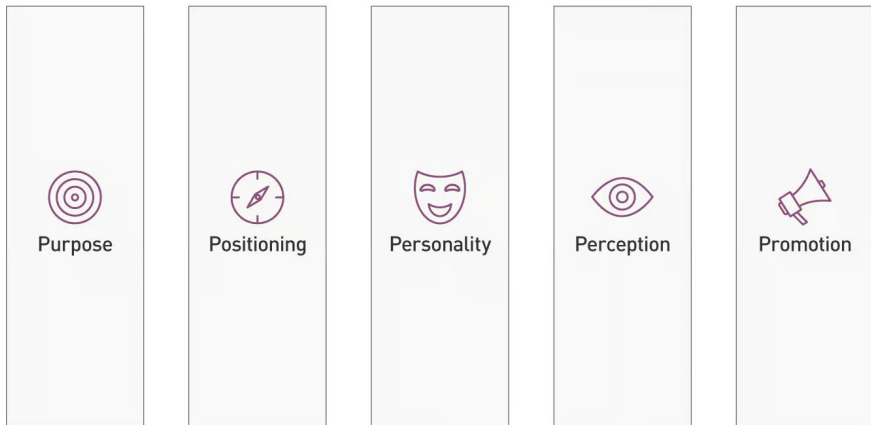
Google Analytics 360 Suite



Brand Authority...

Your brand is the most important thing you own. We can help solidify and organize the Brand you've created into a global visual narrative. With decades of enterprise-level experience, understanding and establishing core pillars of your Brand Identity will help solidify your organization for a lifetime.

The 5 Pillars of Branding:

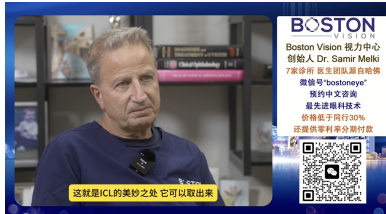


Specialized Revenue Targeting

Asian-American, Language-specific Audience...

Chinese-Americans are one of the most influential yet under-targeted consumer groups in the U.S. We have established strong relationships with major Chinese-language media outlets across the U.S., allowing us to recommend and place TV, online, and social media ads based on your budget and goals. We offer:

- Flexible planning based on budget to maximize exposure and ROI
- In-depth *interviews* and collaborations with the largest Chinese-language YouTube channels in the U.S., with 1 million+ subscribers and 11 local city channels
- Interviews conducted in Mandarin or Cantonese, with targeted reach in key Chinese-American communities



Asian-American spending power is estimated to be \$1.3 trillion USD

41% higher per-capita income (\$61,000) vs US avg (\$43,000)

Over 50% of Chinese-American households earn more than \$100,000/year

300 Million Monthly Active Users on Xiaohongshu

Our Investment Structure

Advantages:

- No Overhead cost, No Benefits costs, No Payroll tax, No Equity
- Dial-up or down *based on your business needs*
- 60+ years of experience plugged-in from Day 1, focused on immediate impact
- Fractional Growth Leadership (CCO, CMO, BDO)
- Performance Analytics & Business Intelligence
- Omnichannel Ecommerce Strategy
- Brand Identity & Multi-Sensory Design
- Bilingual Market Expansion

ONE-TIME FLAT

60-day Audit and Transformation

A comprehensive gap analysis of your Tech Stack, Data, and Creative Brand. Collaborative discussions with you and your team on actionable recommendations based on your business goals.

MONTHLY RECURRING

Tier 1: Strategic Oversight

10 hrs/week. Strategic planning, BI reporting development, and team management / optimization.

Tier 2: Growth Accelerator

20 hrs/week. Implementation of platforms, active Business Development expansion and Creative optimization.

Tier 3: Scaled Partner

30 hrs/week. In-depth analysis of your Marketing P&L, development of your tailored growth expansion strategy and enterprise-level BI.

SPECIALIZED PROJECTS

HubSpot Enterprise Launch

Hubspot Enterprise platform launch (HS subscription not included)

BI Dashboard Build-out

Customized BI Dashboard (BI subscription not included)

Chinese Market Launch

Chinese-language Marketing launch (Ad-spend not included)



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Thank You!

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www.headcampcreative.com

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