

Aaron Phelps

— Marketing. Brand. Digital.

I help organizations clarify their message, strengthen their brand, and make it easier for people to take the next step.

My work brings marketing strategy, visual design, websites, and practical technology together. I connect how an organization communicates with how people experience it, from the first impression to the tools its team uses every day.

CAPABILITIES

Marketing strategy

Positioning, audience engagement, campaign development, digital and social marketing, and analytics.

Web & user experience

Website strategy, design, and development that connect business goals with clear, useful experiences.

Brand & communication

Brand identity, messaging, graphic design, typography, and consistent communication across channels.

Content & practical technology

Video, motion, and visual storytelling, alongside AI-assisted tools that simplify work for staff and advisors.

SELECTED WORK

NorCal SBDC Network

Marketing & Technology Director
Cal Poly Humboldt

Lead marketing and technology initiatives connecting brand, web development, and practical AI. Translate emerging technology into useful tools for advisors and staff serving small businesses.

SBDC.ai

Advisor support platform

Spearheaded the creation of a specialized AI platform to support meeting preparation, information organization, and client follow-up, with an emphasis on advisor voice and human judgment.

LET'S CONNECT

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