



Jp Imperial

Revenue Systems Operator |
Visibility Strategist | GTM Architect |
Fractional Head of Growth

CONTACT JP

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Portfolio: [I don't describe what I do. Click here & I'll show you](#)

Monthly LinkedIn Newsletter
[Visibility Brief](#)



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PROFESSIONAL SUMMARY

Strategic digital marketing leader with 15+ years of combined experience in visibility-to-revenue systems, brand authority development, and growth infrastructure. I design and install end-to-end ecosystems that turn fragmented digital presence into predictable inbound demand, referrals, and revenue. I operate at the strategy and system level—aligning brand, content, search, and distribution to how buyers evaluate trust and make decisions. Backed by a documented track record of multi-channel execution, measurable growth outcomes, and AI-augmented workflow capability. Tech-agnostic, fast adopting, and built for remote-first environments.

CORE COMPETENCIES

- **Demand Generation:** GTM strategy, inbound pipeline design, search-optimized authority, referral engine development
- **Content and Channel Execution:** LinkedIn (static, carousels, short-form video, newsletters), email marketing, landing pages, funnels.
- **Brand and Voice Architecture:** Brand voice extraction, founder ghostwriting, positioning audits, messaging frameworks.
- **Growth Diagnostics:** Authority gap analysis, visibility audits, positioning leak identification, sequenced rebuild planning.
- **AI-Augmented Workflows:** Claude, ChatGPT, Gemini, Microsoft Copilot, Perplexity — daily active use for research, drafting, and system design.
- **Training and Systems Design:** Adult learning facilitation, SOPs, team coaching, performance documentation, quality evaluation.
- **Tech Stack:** Canva, CapCut, MailChimp, KVCORE, Luxury Presence, Google Workspace, Microsoft 365, Asana, GitHub, Meta Business Suite.



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PROFESSIONAL EXPERIENCE

Managing Owner / Lead Strategist

Rubicon X Media — Remote
Aug 2020 – Present

- Designed end-to-end visibility-to-revenue systems for founder-led and service-based businesses across real estate and professional services.
- Generated six-figure revenue outcomes for clients by shifting from content volume to conversion-led authority ecosystems.
- Increased average client market share by 10% through GTM refinement, demand capture installs, and inbound pipeline rebuilds.
- Acted as fractional head of growth for multiple clients—owning strategy, execution oversight, and performance accountability end-to-end.
- Developed [Ghost Town Audit](#) (rapid authority diagnostic) and [Authority OS](#) (done-for-you omni-channel identity system) as proprietary methodology frameworks applicable across industries.
- Managed full-scope SMM execution for residential real estate personal brands across Colorado, including content creation, scheduling, and audience engagement.

Marketing Director (Freelance)

Alpine Legacy, brokered by eXp Realty — Colorado, USA
Dec 2022 – Nov 2025

- Influenced 86 closed transactions over three years by rebuilding authority infrastructure and installing compounding inbound systems.
- Scaled client from 4 to 38 transactions in 12 months (850% increase), securing first [ICON](#)-level recognition at eXp Realty; sustained 28 transactions year two, earning second consecutive [ICON](#) award.
- Delivered 40–60% increase in profile visibility and local search discovery; enabled 2–3x referral-driven inbound growth without paid advertising.
- Owned full content function independently for three years: wrote, designed, and scheduled all LinkedIn content (static, carousels, short-form video, newsletters) and built property landing pages inside KVCORE and Luxury Presence with MailChimp email sequences.
- Developed structured brand voice intake system to extract and codify founder voice; ghostwrote all client-facing content consistently from that documented framework for three years.
- Directed team of agents, improving output efficiency by 30%; delivered 15% YoY growth in community engagement and 25% increase in lead generation activity.



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PROPRIETARY METHODOLOGIES

- **Ghost Town Audit:** Rapid 48-hour authority diagnostic identifying positioning leaks, low trust signals, and fragmented visibility for any founder-led or service-based business.
- **Authority OS:** Done-for-you omni-channel identity system that rebuilds brand authority and installs compounding inbound infrastructure tied to search, social, and referral behavior.
- **Visibility to Trust to Revenue Framework:** Three-stage system moving brands from invisible to authoritative to revenue-generating through search-led demand capture and content compounding.

HOW I OPERATE

- **Context-First:** Revenue goals and audience intent identified before any deliverable is produced.
- **Systems Over Campaigns:** Installs compounding infrastructure that outlasts individual tactics and reduces founder dependency.
- **Tech-Agnostic and Fast-Adopting:** Adapts quickly to new platforms and tools; current daily stack spans five AI/LLM systems across research, content, and workflow design.
- **Zero Friction:** Self-directed execution with sequence-ready documentation and proactive reporting — minimal management overhead required.
- **Remote-First Infrastructure:** Windows 11 | 11th Gen Intel Core i5-11400H | Dual-redundancy internet (Fiber + DSL) | Dual-monitor setup.