

AARON THURMOND

Founder • Entrepreneur • Web Developer • Operations Executive • Marketing Strategist

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EXECUTIVE SUMMARY

Entrepreneur, operations leader, and web developer with experience building scalable companies, designing and launching modern websites and web platforms, leading creative marketing initiatives, and streamlining business operations. Demonstrated success in web development, enterprise marketing, manufacturing technology, construction management, and business development — with a lifelong passion for innovation and building systems that let organizations do more with less.

PROFESSIONAL EXPERIENCE

VentureCrafters Central

Founder & CEO

Founded VCC to help businesses accelerate growth through web development, branding, software, automation, and strategic marketing.

- Design, build, and launch modern websites, SaaS platforms, and web applications for founders and growth-stage businesses.
- Built VCC Atlas Resource end to end — a searchable web platform mapping free community support resources across all 50 states, from UI to data architecture.
- Delivered restaurant digital transformation for Warehouse Chicken & Fish — website, branding, and digital ordering integration.
- Lead software planning and product strategy across SaaS concepts and client platforms; streamlined client workflows, cutting overhead by up to 30%.

Omni Systems

Marketing & Business Development

Contributed to enterprise marketing initiatives supporting one of North America's leading RFID and label manufacturing organizations.

- Designed ODAS (Omni Digital Asset System) — a centralized, version-controlled digital asset system connecting every department to one content engine, cutting campaign production time by an estimated 50–70%.
- Developed enterprise recruiting strategy, employer branding initiatives, and social media recruiting campaigns.
- Created executive marketing materials, corporate storytelling, and thought leadership content.
- Supported awareness campaigns highlighting Domino technology and RFID solutions across product marketing and supply chain messaging.

Advanced Precision Painting

Founder

Founded and scaled a commercial and residential painting company delivering premium craftsmanship, exceptional customer service, and efficient project execution.

- Delivered commercial repainting, apartment turnovers, luxury home projects, kitchen and cabinet refinishing, and trim restoration.
- Managed estimating, scheduling, crew management, quality assurance, and CRM-driven business development.
- Earned client commendations for quality – "The attention to detail they exhibit is second to none." (Property Manager, The Bingham)

CERTIFICATIONS

Construction Accelerator Program – 2024 Graduate

Presented by UBIZ Venture Capital and the Urban League of Greater Cleveland; sponsored by Sherwin-Williams, Bedrock, and the Cleveland Browns.

CORE COMPETENCIES

Web Development	UI/UX Design	Software Planning	Product Strategy
SaaS Platforms	Data Architecture	Digital Asset Systems	Automation
Business Development	Leadership	Operations	Workflow Design
Enterprise Branding	Digital Marketing	Content Creation	Creative Direction
Construction Management	Project Management	Sales Strategy	CRM

CORE VALUES

Innovation • Integrity • Execution • Leadership • Continuous Learning • Customer Success

FEATURED PLATFORMS

- [venturecrafterscentral.com](#) — SaaS development studio for founders — full web platform, designed and built end to end
- [vcc-atlas-resource.com](#) — Community resource platform spanning all 50 states — UI through data architecture
- [warehousechickenandfish.com](#) — Restaurant digital transformation — website, branding, and digital ordering