

# Marketing & Design

*Teach your internal team to produce the marketing and design work that used to require an agency.*

*AI created a historic opportunity: your internal team can now do their own marketing and design. It takes three things — the tools, the craft, and the human skills the AI era demands. Over 25 years in all three is an unusual qualification. I can teach your team all of it.*

Marketing & Design at Synaxis is an installation engagement. I come in, install the three legs, and leave your team running.

## The situation

A year ago, producing a campaign, a launch page, or a brand system required an agency — or a large enough in-house team to cover the craft. Claude and Canva AI have absorbed most of that production work. The question is no longer *should we outsource this?* It's *can our team take the opportunity?*

The answer depends on the three legs. Tools only — you're going to be doing dentist flyers in Canva. Craft only — you're paying agencies for things you don't need to pay for anymore. Human skills only — your team gets more reflective and no more capable.

## What changes

The team stops routing every piece of creative work to an outside agency. They produce positioning, campaigns, content, and design at a standard the business can use — on the cadence the business actually needs. Marketing goes from a line item you outsource to a capability you own.

## Who it fits

Mid-market B2B firms (roughly \$2–30M revenue) currently paying an agency \$15–50K/month. Internal marketing teams with one or two generalists who want to stop buying agency hours. Leadership teams that understand the AI opportunity and want senior-practitioner judgment on how to take it.

**How it works**

**The tools.** Claude, Canva AI, the production stack your team likely already pays for — installed as a working execution layer inside your actual workflows. Prompt craft, tool selection, hand-off between tools. The AI fluency your team needs to take the rote work off your plate.

**The craft expertise.** Over 25 years of marketing and design strategy — positioning, voice, content systems, launches, brand systems. The judgment under the output. A team armed with Canva and no craft produces dentist flyers; the craft leg is what keeps the output at agency standard.

**The human skills the AI era demands.** Discernment about what's worth saying. Taste about how it should look. Initiative to ship. The capacities that turn tool fluency into marketing your team is proud of — operationalized inside the group that has to produce the work every week.

**Engagement formats**

<b>Readiness assessment</b>	<i>2–3 weeks</i>
<b>Installation engagement *(training included)*</b>	<i>3–10 months</i>
<b>Advisory retainer</b>	<i>monthly, 3-month minimum</i>

**Readiness assessment.** A written diagnosis of where your current marketing and design work happens, who produces it, which pieces the team could absorb internally, and which ones genuinely need outside help. Recommended installation path, or an honest recommendation that installation isn't the right next step yet.

**Installation engagement — the three legs, sequenced.** Tool install (prompt craft, Claude and Canva AI integration, workflow design). Craft install (positioning, voice, content systems, design standards the team can hold). Human skills install (taste, discernment, shipping cadence). Delivered as training \*with\* the team, not \*to\* the team. The deliverable is capability, not a binder.

**Advisory retainer.** After installation, a monthly cadence of strategic review, office hours, and priority read on tool or platform shifts. For teams that want the senior practitioner on call as the installed capability matures. 30-day notice, no long-term lock-in.

Paul Welty, Ph.D. has spent over 25 years building and leading marketing and design work inside large organizations. As Vice Provost for Academic Innovation at Emory University, he founded The Hatchery innovation center, co-founded the Center for AI Learning, designed and built the faculty information system, and led 43 systematic AI experiments evaluating workplace implementation. He previously consulted with Fortune 500 companies including Disney, Delta, The Home Depot, and IHG. His book [The Work of Being](#) explores judgment, agency, and staying human in an AI-saturated world.