


# Rowe Morehouse [rm@tephra.tech](mailto:rm@tephra.tech) • (541) 640-9592

 Sales Executive, RevOps Leader, Coder, and Expert Digital Marketer w/ Master's degree & certifications from Amazon AWS, Salesforce, Google, Meta.

**Highly technical, but also very experienced in B2B & SaaS sales, sales management, sales enablement, & sales culture.**

## WORK EXPERIENCE

### Chief Revenue Officer (CRO) — [Trendara - A Digital Agency](#) 2009 - Present

- ✓ 15 years of successful delivery on all manner of Sales, Software, Product Dev, & Internet Marketing projects. We service B2B technology and financial services clients. Daily \$\$\$ cash flow \_ happy clients. I manage sales & I'm also an individual contributor in sales and technical marketing.
- Drove the overall value proposition and product marketing vision for a Fintech startup, resulting in a \$500k VC seed round, and **over \$600k in initial sales**.
- Created keyword campaigns for marketing VMWare products to developers. My copywriting and AdWords optimization **reduced cost-per-lead by 37%** while increasing lead volume at the same time. Managed their \$400k AdWords spend.
- Identified new traffic sources and implemented landing-page A/B testing experiments that increased a Financial Services client's leads by over 600% — with conversion rates as high as 23%.
- Totally rewrote the Sales Playbook for a \$20MM Bay Area SaaS company and trained their team of 10 inside sales reps on how to best sell the product to their ICP / target audience.

### Director of Marketing / Sales Operations — [RampRate](#) 2008 - 2009

- ✓ Selling the cloud / managed services. Developed a B2B demandgen program from scratch, including end-to-end strategy, sales collateral creation, and technical marketing infrastructure. Target: Enterprise VP and C-Suite decision-makers. Wrote content for all touchpoints in the Buyer's Journey. Managed Salesforce CRM pipeline and aligned the marketing group and sales team in a successful sales enablement effort.

MORE 

## Sales Manager / Founder — [Wildwood Hills Search Marketing](#) 2004 - 2009

✓ Founded this digital agency — the world's first Pay-Per-Call performance marketing service. Grew it to over 200 clients via a productized service offering and a formalized sales strategy. Did thousands of cold calls & managed 3 full-time AEs.

- Technical: Architected a call-tracking system using open source software and spreadsheets. I also built an automated billing system that integrated w/ a leading credit card payment gateway.
- The key to the success of this business was my **sales management & coaching skills**, the smart sales playbook & sales collateral I developed, and my motivating commission structure which attracted **top salespeople who I hired and managed**.

## Sales Executive — [Web Media Online Advertising](#) 2003 - 2005

✓ Direct Sales. We take Visa, Mastercard, and American Express ... which will it be?

- Sold all manner of SEO / PPC / CPA / CPM internet advertising as an independent sales rep for multiple firms in LA and SF. Purchased traffic at a discount and ran my own affiliate offers.

## Digital Marketing Specialist — [Warner Bros.](#) 2001 - 2003

✓ End-to-end online marketing for major motion pictures like The Matrix, Harry Potter, and Scooby Doo. Collaborated with multiple Warner Bros. business groups. Generated millions of impressions for these global brands, contributing to gross sales around release dates.

## Technical Project Manager — [Razorfish](#) 1998 - 2001

✓ Managed cross-functional, multi-disciplinary project teams for web development engagements w/ budgets ranging from \$1 to \$3 million. Full accountability for cost / schedule / quality for the client — **and overall P&L for the agency** — which required a comprehensive understanding of financial and operational metrics and levers.

- Learned the necessary soft-skills to motivate team members — when you have all the responsibility, and no direct authority. Learned to **clarify ambiguous requirements, identify hidden stakeholders, and influence client decisions**. Created Joe Boxer's first Ecomm site, worked onsite at Cisco Systems in Silicon Valley, managed high-ticket (\$1MM+) web dev efforts for several startups.
- Implemented project risk-identification practices & change control procedures. Implemented the best parts of Agile, Scrum, PMI PMBOK, and Rational Unified methodologies.

## Senior Web Developer — [Move.com](#) 1996 - 1998

✓ HTML / CSS / JavaScript / Photoshop. All day, every day.

## EDUCATION

### Master's Degree — Integrated Marketing Communications

University of Colorado Boulder — 3.8 GPA

### Bachelor's Degree — Studies in Social Psychology & Computer Science

UC Santa Cruz — Completed degree in 2 years, age 20. Graduated with Honors. ✨

## CERTIFICATIONS

### AWS Certified Solutions Architect (Associate) — Amazon Web Services



Hands-on cloud networking, storage, database, and systems architecture. Strong understanding of software development lifecycle, web & app servers, the API economy.

### Salesforce Certified Sales Cloud Consultant — Salesforce.com



Trained in client-facing discovery of business goals & challenges in order to design *and* implement Sales Cloud and Marketing Cloud solutions. Requires a **deep knowledge of business processes** & technical architecture of complex SaaS. Also requires interpersonal acumen and emotional intelligence to navigate the opinions of high-profile stakeholders

### Google AdWords & Analytics Certifications — Google



Mastery of building & optimizing profitable Google CPC and CPA advertising campaigns; including search, display, YouTube, and contextual. Advanced traffic and user behavior analysis using segmentation, cohort, channel, churn, and audience reports.

## PUBLICATIONS & VOLUNTEER WORK

### Author, ClickBank Ebook — 7th Edition published: Feb, 2022



Self-published an Ebook that **has grossed a cumulative \$1.7 million in passive revenue**; 100% due to my evolving product roadmap, persuasive copywriting, obsessive customer focus, and automated PPC & email marketing efforts.

### Lead Instructor — ChickTech — 2018 - Present



I teach beginning web development to young people for this 501©(3) supporting women and girls in tech. My latest workshop is teaching them Markdown to write Github READMEs.

## REFERENCES & MORE

*"Rowe is a high energy salesman with a book full of contacts. He is a motivator, and an innovator with creative strategies to build business. He loves to learn and to share his knowledge."* — **Donnie Ginkus, Enterprise Cloud Sales at Oracle**

*"Rowe's skills on the PM side were top notch. He understands technology and is great at motivating teams, a rare combination. He also contributed deep thinking on design and creative sides."* — **Ken Manning, CEO at Outpost**

*"Whatever the situation or subject matter, Rowe always has something insightful to add to the mix. A thorough self-starter, he also has the ability to take those ideas and turn them into products and services. Faced with a new challenge, Rowe will focus and absorb the necessary information, develop an informed perspective, and deliver a solution which hits the mark. I can count on him to ask smart questions and give smarter answers."* — **Matt Zimmerman, Director of Engineering at DoorDash**

*"Rowe is in his third year volunteering for ChickTech and has helped lead both in-person and virtual workshops for ChickTech's High School program. Rowe's latest workshop had some AMAZING student feedback. He broke down the steps clearly and made the content accessible and clear to students of all skill levels. I'm looking forward to having Rowe back again!"* — **Kerstin Motsch-Reiter, National Programs Manager at ChickTech**

✓ Go to <https://git.io/rowemore> to see work samples, chat with me online, access my socials, see a complete list of my software tools & more. ✨

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**Keywords:** Direct Sales · Inside Sales · Sales Representative · AE · Account Executive · Sales Development · Sales Executive · Sales Manager · Technical Sales · Software Sales · SaaS Sales · Sales Enablement · Sales Process · Sales Engineer · Sales Operations · Developer Relations · DevRel · Developer Evangelist · Developer Evangelism · Developer Advocate · Developer Advocacy · Developer Marketing · Developer Success · Developer Experience · DX · Content Creator · Content Development · Content Developer · Technical Writing · Technical Writer · Technology Writer · Software Documentation · Documentation Writer · Ghostwriting · Ghostwriter · Copywriting · Copywriter · Ecommerce Writer · UX Writer · UX Writing · Presenting · Presentations · Public Speaking