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 Sales Executive · Frontline Sales Manager · CX · Coder · Marketer w/ Master's degree & Certifications from Amazon AWS, Salesforce, Google, Meta.

Coachable · Massively Resourceful · Continual Learning as a Value · Innate Need for Achievement · Optimism · Resilience

WORK EXPERIENCE

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

✓ 14 years of successful delivery on all manner of Sales, Software, & Internet Marketing projects. We service Technology and Financial Services clients. Daily \$\$\$ cash flow + happy customers. I manage revenue & customer success CX and also act as individual contributor in Sales & Technical Marketing.

- Totally rewrote the Sales Playbook for a \$20M Bay Area SaaS company and trained their team of 10 remote sales reps on how to best sell the product to their ICP / target markets..
- Drove **the overall value proposition** and product marketing vision & messaging 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 Google Ads optimization **reduced cost-per-lead by 37%** while increasing lead volume at the same time. Managed their \$400k spend.
- Identified new traffic sources and implemented landing-page A/B testing that increased a Financial Services client's leads by over 600% — with conversion rates as high as 23%.
- Hire & manage SDRs.
- **AI tools:** GPT-4, Google Gemini Pro & Vertex AI. **Techstack:** Astro, tailwind, react, stripe, netlify, rss, schema, sitemap, VSCode.

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

✓ Selling the Cloud / Managed Services. Developed a B2B Demand Generation program from scratch — including end-to-end strategy, sales collateral creation, Lead-to-Close SOP, and technical marketing infrastructure. Target: **Enterprise VP and C-Suite technology buyers**. Wrote content for all touchpoints in the Buyer's Journey. Managed Salesforce pipeline and aligned marketing & sales groups in a successful sales enablement effort.

MORE 

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

✓ Founded this 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. Also managed post-sale customer experience.

- *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 comp plan / commission structure which attracted top salespeople who I hired, trained, and managed.
- Self-funded & managed all business operations, including payroll & taxes.

Account Executive — [ValueClick Media](#) 2003 - 2005

✓ Direct Sales. Hungry, motivated, inside sales closer. Sold all manner of PPC / SEO / Email Marketing / CPM Internet Advertising as an independent sales rep for multiple firms in LA and SF, including ValueClick & others. Pulled ~ \$140k/yr on an unsupervised, commission-only basis. Generated 100% my own leads; including prospecting at tradeshow & other in-person events.

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

✓ Technical 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 - *(vested + IPO during my tenure)*

✓ Managed cross-functional project teams of 7+ for complex 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.

- Implemented project risk-identification practices & change-control procedures. Leveraged my formal training in Agile, Scrum, PMI PMBOK, and Rational software development methodologies.
- Would regularly **clarify ambiguous requirements, identify hidden stakeholders, and influence client decisions**. Created Joe Boxer's first Ecom site, worked onsite at Cisco Systems in Silicon Valley, worked directly w/ founders of VC funded startups. Learned the necessary soft-skills to motivate team members — when you have all the responsibility, and no direct authority.

Senior Web Developer — [Move.com](#) 1996 - 1998 - *(vested + IPO during my tenure)*

✓ HTML / CSS / JavaScript / Photoshop.

EDUCATION

Master's Degree — Business, Marketing Specialization

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 — 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. I tune and tweak CRM & related SalesTech to best support the success of frontline salespeople.

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'm in my 5th year teaching beginning web development to young people from disadvantaged communities for this 501©(3) supporting women and girls in tech. My latest workshop is about learning Markdown to write Github READMEs.

REFERENCES FROM SUPERVISORS WHERE ROWE WAS A DIRECT REPORT

"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, Sales Manager**

"Rowe's skills on the Project Management 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**

"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**

"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**

✅ Go to <https://git.io/rowemore> to see work samples, access my socials, see a complete list of my software tools, and more. ✨

Keywords: Direct Sales · Account Executive · Sales Manager · CX · Customer Experience · Customer Success · Inside Sales · Sales Executive · Enterprise Sales · B2B Sales · Software Sales · SaaS Sales · Cold Calling · Prospecting · Sales Management · Revenue Operations · RevOps · Sales Enablement · Sales Engineer · Sales Content · Sales Collateral · Developer Relations · DevRel · Developer Advocate · Developer Marketing · Technical Content Creator · Content Marketing · Technical Writing · Software Documentation · Copywriting for Direct Response & Ecommerce · Public Speaking · Presenting · Persuasive Presentations · Consulting · Management Consultant · AI · Generative AI