


# Rowe Morehouse

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rm@trendara.com · <https://git.io/rowe> · (541) xxx-xx92 · Bend, Oregon

 CREATIVE BUSINESSPERSON, MARKETER, CODER, AND ANALYST with deep technical expertise. Revenue & Profit oriented. Certifications in AWS, Salesforce Consulting, Google AdWords & Analytics. Master's Degree. Modern frontend Web Developer stack and workflow — including UI design and web graphics. User-focused Product Design. Agile Software Project Management. Flexible, empathetic team leader.

## Work Experience

**Founder / Principal Analyst — Trendara LLC** *Apr 2008 - Sept 2020*

- ✓ Boutique marketing consultancy specializing in technology and financial services clients.
  - Used experiments to optimize PPC keyword campaigns for marketing VMWare cloud services — reducing cost-per-lead by 37% while increasing lead volume at the same time. Managed their \$350k AdWords spend.
  - Identified new traffic sources, hypothesized use cases, and implemented landing-page A/B testing & improvements that increased a Financial Services client's lead volume by over 600% with conversion rates as high as 23%.
  - Drove the overall value proposition and product marketing vision by collaborating closely with the CEO of a Fintech startup, resulting in a \$500k seed round, and over \$500k in initial sales.

**Director of Marketing — RampRate** *Feb 2008 - Apr 2009*

- ✓ Developed b2b marketing programs to reach VP and C-Suite decision-makers at Global 2000 companies shopping for cloud services. Created content for all touchpoints in the Buyer's Journey. Implemented Salesforce.com for this org, and aligned the marketing group and sales team on a lead generation and management process.

**Founder / CEO — Wildwood Hills Search Marketing** *Jan 2004 - Jan 2008*

- ✓ Founded this successful business-to-consumer internet advertising agency, and grew it to almost 200 brick-and-mortar clients via a productized service offering and formalized sales strategy. We \$\$\$ crushed it for 4 years until the market changed.
  - Origin Story: After a couple years of selling internet advertising for other firms, I realized that most small businesses in your local yellow pages didn't understand the value of online marketing at that time — due to its complexities and overwhelming array of options. They really wanted phone calls from new prospects. I had an epiphany moment and launched the world's first Pay-Per-Call performance marketing service.

## **Sales Executive — Web Media Online Advertising** *Jan 2003 - Aug 2004*

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

## **Online Marketing Specialist — Warner Bros. Online** *Jan 2002 - Apr 2003*

- ✓ Was hired for hands-on viral marketing of home video releases (on DVD) for titles like The Matrix, Harry Potter & Scooby Doo. **Generated millions of impressions** for these global brands.

## **Technical Project Manager — Razorfish** *Jan 1999 - Mar 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 authority.
  - Learned to clarify ambiguous requirements, identify hidden stakeholders, and influence client decisions.
  - Used the best parts of Agile, Scrum, PMI PMBOK, and Rational Unified methodologies.

## **Web Developer (UI / UX) — Move.com** *Mar 1997 - Jun 1998*

- ✓ HTML / CSS / JavaScript. Vested + IPO during my tenure.

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## **Skills**

HTML5 ... CSS3 ... Basic React / Angular ... DevTools / Dev Console ... Git / Github ... Basic Node / NPM ... AWS Certified ... Google Adwords ... Marketing Automation ... Conversion Optimization ... A/B Testing ... Web Analytics ... User Experience Design ... Visual Design ... Sketch ... Zeplin ... Photoshop since v1.0 ... Video Editing ... Software Project Management ... Agile / Scrum ... Product Development ... Copywriting ... Direct Sales ... Salesforce CRM ... Broad Interests & Creative Pursuits ... Curiosity ... Listening, Empathy, and Courtesy.

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## **Certifications & Education**

### **AWS Certified Solutions Architect (Associate)**

- ✓ Hands-on AWS cloud compute, networking, storage, and relational databases knowledge. Software development life cycle, web & app servers, networking, caching, **REST API, testing, and CI/CD**. To prepare for the exam it took me 2 weeks to *read the spec for every single AWS service* — around 100 at the time.

## Salesforce.com Certified Sales Cloud Consultant

✓ Trained in client-facing, customer-centric discovery of business goals and challenges in order to design *and implement* Sales 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 the highest paid person in the room.

## Google AdWords & Google Analytics Certifications

✓ Mastery of building and optimizing profitable Google CPC and CPA advertising campaigns; including search, display, YouTube, and contextual. Advanced users behavior analysis using segmentation, cohort, and channel reports. 2x certified in both AdWords and GA.

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- **Master's Degree — Integrated Marketing Communications**

University of Colorado at Boulder · 3.8 GPA

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

UC Santa Cruz · *Graduated with Honors.* ✨

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## Publications

**ClickBank Ebook** *7th Edition published Feb 17, 2019*

✓ Authored and self-published an Ebook — under an assumed pen name — that has grossed a cumulative \$1.3 million in passive revenue; 100% due to my evolving product roadmap, obsessive customer focus, and **automated PPC & Email Marketing campaigns**.

## Volunteer Work

**Lead Instructor — ChickTech** *Mar 2018 - Present*

✓ I teach beginning web development to young people from rural communities for this 501©(3) supporting women and girls in tech.

**CRM Manager — High Desert Makers** *Nov 2014 - Feb 2017*

✓ I consult, configure, and run Salesforce for 501©(3) nonprofit organizations.

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