


# Rowe Morehouse

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rm@tephra.tech • +1 (541) 640-9592 • Blog + Work samples: <http://git.io/rowemore>

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 CROSS-FUNCTIONAL CREATIVE product developer, marketer, coder, copywriter / technical writer with a love for software. **Master's degree** + deep technical & design expertise: Amazon AWS certified, expert PPC & SEO, expert HTML & front-end dev, survey and research methodologies, UX / UI prototyping + copywriting. User focused & customer service oriented. Flexible, empathetic coworker and team leader.

Mr. Morehouse is also very experienced in SMB B2B sales, sales enablement, and sales culture.

## Work Experience

- **Founder / Principal Consultant** — [Trendara LLC](#)

*Apr, 2009 - Present / 12 years +*

- ✓ Boutique product studio & marketing agency specializing in B2B technology and financial services clients.
  - 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, hypothesized use cases, and implemented landing-page A/B testing experiments 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 / 1 year 2 months*

- ✓ Developed B2B marketing programs to sell cloud services to VP and C-Suite decision-makers. Wrote content for all touchpoints in the Buyer's Journey. Implemented Salesforce.com and aligned the marketing group and sales team on a lead generation process.

- **Founder / CEO** — [Wildwood Hills Search Marketing](#)

*Jan, 2004 - Jan, 2008 / 4 years*

✓ Founded this successful business-to-consumer internet advertising agency, and grew it to over 200 clients via a productized service offering and a formalized, documented sales strategy.

- Origin Story: After 2 years selling web advertising for other firms, I realized that most small businesses in your local yellow pages didn't understand the value of online marketing — due to its complexities and array of options. Business owners really wanted phone calls from new prospects. I had an epiphany moment and **launched the world's first Pay-Per-Call performance marketing service**.
- I architected a scrappy toll-free phone number and call-tracking system using open source software and spreadsheets. I also built a semi-automated billing system that integrated with authorize.net.
- The key to the success of this business was the smart sales program and my motivating commission structure which attracted **top salespeople who I hired and managed**.

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

*Feb, 2003 - Dec, 2004 / 1 years 11 months*

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

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

- **Online Marketing Specialist** — [Warner Bros. Online](#)

*Jan, 2002 - Aug, 2003 / 1 year 7 months*

✓ I 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, contributing to gross sales around release dates.

- **Technical Project Manager** — [Razorfish](#)

*Jan, 1999 - Apr, 2001 / 2 years 3 months*

✓ 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.
- Implemented project risk-identification practices & change control procedures.
- Used the best parts of Agile, Scrum, PMI PMBOK, and UML / Rational Unified methodologies.
- **Web Developer & User Interface Designer (UI / UX)** — [Move.com](#)  
*Mar, 1997 - Oct, 1998 | 1 year 7 months*
  - ✓ HTML / CSS / JavaScript. Vested + IPO during my tenure.

## Skills

- Adobe Creative Suite · AWS Certified · HTML5 · CSS3 · Basic Node / React · Docusaurus · DevTools · Unix CLI · SEM / Google Adwords Expert · Lead Generation · Customer Acquisition · Growth Strategy · Landing Page Design · Conversion Optimization · A/B Testing · User Onboarding · Analytics & Tracking · Creative Strategy · Creative Briefs · Storyboards & Storytelling · Video Editing · Branding & Identity · Visual Design · Ad Unit Design · Figma · Photoshop · Managing Designers · Managing Engineers · Software Project Management · Agile / Lean / Scrum · Product Development · Product Management · B2B & B2C Copywriting for Conversion · Technical Writing for Developers as an Audience · Sales Operations · Sales Enablement · Salesforce CRM Design & Implementation · **Passion for Learning** · Curiosity · Listening, Empathy, and Courtesy.

## 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 for product design. Strong understanding of software development life cycle, web & app servers, serverless, REST & GraphQL, the API economy, integrations, testing, and CI / CD. Part of the reason I did this certification was **to work more effectively with back-end engineers**. Also so I know what's possible in the context of product development.
- **Salesforce Certified Sales Cloud Consultant** — Salesforce.com
  - ✓ 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 high profile stakeholders.
- **Google AdWords & Analytics Certifications** — Google
  - ✓ Mastery of building and 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. I think in terms of **SaaS Pirate Metrics, flywheels, and growth loops**.

## Publications

- [Author, ClickBank Ebook](#)  
*7th Edition published on: Feb 17, 2019*
  - ✓ 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, persuasive copywriting, **obsessive customer focus**, and automated PPC & email marketing efforts

## Volunteer Work

- **Lead Instructor** — [ChickTech](#)  
*Mar, 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'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**

*"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 Technical Cloud Sales at Oracle**

*"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**

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