


Rowe Morehouse rm@tephra.tech • (541) xxx-xx92

 Sales Executive, RevOps, Frontline Sales Manager, 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 and also act as individual contributor in Sales & Technical Marketing. I also hire & manage SDRs for client offers, as well as our own offers.

- 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 audiences.
- 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%.

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

✓ Selling the Cloud / Managed Services to **Enterprise VP and C-Suite** technology buyers. Developed a Demand Gen program from scratch — including end-to-end strategy, sales collateral creation, Lead-to-Close SOP, and technical marketing infrastructure. 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 digital agency — the world's first Pay-Per-Call performance marketing service, a lead generation service that printed cash. 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.

- 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.
- Selling & Sales Management was my core activity, but I also ran all business operations, including customer success, & billing. Also set up and managed ads & ad spend for our 200 clients. I did lots of technical backend dev on the call tracking system; this was way before Twilio.

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 ~ \$175k/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

✓ 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 several VC funded startups as the Project Lead from Razorfish, their Agency-of-Record, for high-ticket (\$1M+) web dev efforts.

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'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 & 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 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 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. ✨

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