

# Rod Austin

Technical marketer, team builder & growth leader

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## EXPERIENCE

### **Pagely**, Remote — *Director of Marketing*

SEP 2016 - PRESENT

- Mix of strategy, team direction and hands-on marketing
- Increased ARR by 50% in 2 years
- Launched several new marketing initiatives

### **GridSix/Growthority**, Freelance — *Owner*

FEB 2001 - SEP 2016

- Growth marketing and web development agency for startups and SMB's
- Responsible for implementation of marketing programs to increase traffic, brand awareness and revenue

### **Lee Newspapers**, Missoula/Bismarck — *Digital Director*

FEB 2005 - MAR 2015

- Director of the online, IT, and internal ad agency departments
- Full operational oversight, including HR, budgets and general strategy

## EDUCATION

### **The University of Montana**, Missoula, MT

Aug 1996 - Dec 2001

Broadcast Journalism major with a minor in Media Arts.

## PROJECTS

### **Dotmos** — *CEO*

Startup with the goal of reinventing how we search the web by blending social media results with traditional web results.

## SKILLS

Mix of leadership and hands-on marketing experience

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Agency and media background

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Keen to technical and data-driven marketing plans

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Very familiar with all digital marketing concepts and related best practices

## UNIQUE IDEAS

### **VBO (Value Based Outreach):**

An advanced form of ABM outreach, where we build relationships with prospects as part of a longer sales cycle.

### **Clear Intent Calculator:**

By analyzing existing digital conversations with customers and prospects, we created a way to measure what matters most to each audience, sortable by industry and other fields.