





ROD AUSTIN

GROWTH MARKETER

CONTACT

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-  Fort Collins, Colorado
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EDUCATION

Broadcast Journalism

The University of Montana
Missoula, MT

SKILLS

- Growth Strategy
- Content & SEO
- Social Media Marketing
- Branding
- Adobe Creative Suite
- Advertising
- CRO
- Analytics
- ABM
- Email Marketing
- Market Research
- WordPress

INTERESTS

Hiking, Fishing, Travel, Reading,
American Football, Star Wars

PROFILE

Agile marketing director with 18+ years of digital growth experience helping B2B brands grow traffic and revenue.

EXPERIENCE

DIRECTOR OF MARKETING

PAGELY | REMOTE | 2016 - PRESENT

Initially hired as the lone growth marketer, I grew the marketing team to three and ARR by 50% in less than two years.

- Leverage data to understand our products in depth, identify areas of opportunity, and execute projects to drive user growth, retention, engagement, and revenue
- Responsible for corporate branding, events and partner programs

CEO

GROWTHORITY | MISSOULA, MT | 2014 - 2016

Founder and CEO of a growth marketing agency helping startups to grow traffic, brand awareness and revenue.

- Responsible for marketing strategy and implementation to increase traffic, MQL's and revenue via search engine marketing, content initiatives, outbound concepts, and advertising channels
- Led the marketing, operations and creative teams to develop content, advertising, and landing pages
- Used web analytics and other research tools to identify opportunities for new inbound marketing tactics and improved user experiences

Digital Director

LEE NEWSPAPERS | MONTANA & NORTH DAKOTA | 2005 - 2014

Directed digital development, sales, and marketing teams for newspaper and agency client sites.

- Senior-level management, responsible for overseeing the growth of company and client websites
- Directed online, IT, and internal ad agency departments
- In charge of all online sales and marketing, including SEO and Social Media Marketing consulting for SMB's