

JASON ROWE

(316) 209-7937 | jason.rowe99@gmail.com | linkedin.com/in/jasonrowe060

BRAND MARKETING EXECUTIVE

Strategic marketing leader with 20+ years building revenue-generating marketing organizations across high-growth, fast-paced, compliance-heavy industries. Proven department builder scaling lean teams into high-performing marketing functions with budgets up to \$20M. Expert in branding, marketing operations, partnerships, and measurement leading to business outcomes that extend beyond traditional marketing metrics to deliver extraordinary value.

PROFESSIONAL EXPERIENCE

Director of Marketing & Promotions

PBS Kansas | Wichita, KS | June 2023 – Present

Regional PBS affiliate serving 350,000+ households through dual-channel broadcast operations. Nonprofit media organization focused on educational programming, community engagement, and public service content.

Lead comprehensive marketing strategy including donor development, corporate partnerships, digital marketing, and brand positioning. Direct four-person team managing marketing automation, events, database operations, and community outreach programs.

- Generated \$1.5M in combined value through competitive grant acquisition and strategic media partnerships, representing 25% of annual organizational revenue
- Secured \$700K+ in highly competitive national funding from Knight Foundation, Public Media Bridge Fund, and Indie Lens Pop-Up initiatives
- Increased social media engagement 98% year-over-year, driving 12% increase in web-based donations
- Negotiated 100% in-kind marketing budget enabling station promotions across TV, radio, magazine, newspaper, and outdoor advertising
- Led Senior Expo event strategy attracting 50+ exhibitors and driving \$90K+ in annual sponsorship revenue

Brand/Creative Director

SmartRent | Scottsdale, AZ | June 2021 – January 2023

Fast-growth PropTech SaaS company providing smart home automation platforms for multifamily residential properties. Public company (NYSE: SMRT) with \$6.6B valuation serving 500K+ apartment units across multiple housing verticals.

Directed brand strategy, creative operations, and marketing communications for publicly-traded company. Managed 15-person team with \$2.5M annual budget. Oversaw brand development, content strategy, asset management, and marketing operations supporting enterprise sales and investor relations.

- Optimized marketing tracking methodologies leading to 75% increase in direct identification of marketing qualified leads (MQLs)
- Devised unified content and asset management for communications, email marketing, and event management, increasing brand recognition and confirmed client pitch meetings by 20%
- Introduced cost-saving processes including replacing outdated print-asset management vendors, reducing print overhead by 98%
- Led creative direction for investor relations materials, product launches, and enterprise sales enablement during post-IPO growth phase

Marketing Director

The Print Source, Inc. | Wichita, KS | April 2019 – June 2021

Full-service commercial printing company with four primary brands spanning print services, print materials, exclusive Coleman brand product decoration, and promotional distribution for Newell goods.

Led marketing strategy for multi-brand organization. Directed three-person team with \$1M annual budget. Managed digital marketing, brand positioning, trade show strategy, and customer acquisition across four distinct business units.

- Rebuilt brand presence for all four properties, increasing organic web traffic 36% and decreasing bounce rate 61%
- Redesigned trade show booth experiences, reducing event costs 20% while improving lead generation quality
- Developed catalog layout and landing pages with in-house how-to video content, increasing outdoor category product sales 17%
- Established SEO content strategy and optimization practices driving sustained organic growth across all brand properties

Founder

JR Consulting Services | Wichita, KS | January 2016 – May 2019

Independent marketing consultancy delivering brand strategy, digital marketing, and strategic planning services to higher education institutions, nonprofits, and small-to-medium businesses. Supported 37 clients across 500+ projects.

- Designed and launched digital marketing plan for community college including SEO content strategy, website redesign, link reputation building, and SEM advertising budget creation
- Drove high-value marketing strategies including graphic design, creative asset management, social media content strategy, and marketing campaign analytics for diverse client portfolio
- Analyzed market share potential for nonprofit organization and created economic model accurately predicting client growth trajectory

Product Marketing Manager

CURO Financial Technologies Corp | Chicago, IL | June 2009 – January 2016

International consumer lending company focused on financial management solutions across UK, Canada, and US markets. Publicly-traded FinTech organization operating in highly regulated financial services environment.

Led product marketing and international market expansion. Directed 25-person team with \$20M annual budget. Built marketing organization from general support function into full department with specialized analytics, design, and operations teams.

- Launched first international presence in United Kingdom from ground up, successfully developing first 3 store locations including building design, best practices, advertising, and opening ceremonies
- Built marketing organization from general support group to full department with specialties in analytics, graphic design, product marketing, and operations including all hiring, job family creation, and performance management
- Directed and negotiated media programs better aligned with target audience, decreasing media expenses by 90% while improving campaign performance
- Navigated UK regulatory environment (FCA compliance) while scaling operations across international markets

EDUCATION

Bachelor of Business Administration, Marketing | Wichita State University | Wichita, KS | May 2003

Bachelor of Business Administration, Business Administration | Wichita State University | Wichita, KS | May 2003

TECHNICAL SKILLS

Marketing Automation: Marketo, HubSpot, Pardot, Mailchimp, Brevo

CRM & Sales Tools: Salesforce, Microsoft Dynamics, Zoho CRM

Analytics & BI: Google Analytics, Google Tag Manager, Tableau, Looker

SEO & SEM: Google Ads, SEMrush, Ahrefs, Moz, Google Search Console

Content & Social: WordPress, Drupal, Hootsuite, Buffer, LinkedIn Campaign Manager

Project Management: Asana, ClickUp, Confluence, Monday.com