

CALEB RULE

Over a decade of marketing experience with an eye towards higher-level strategic roles

EMPLOYMENT

Current role

The Pedowitz Group, Inbound Marketing Manager

Overhauled marketing strategy for revenue wins

- 5x ROI in 2021 on inbound, including record Q1 revenue numbers
- Role expanded in Q1 2021 to own all digital experiences
- Shifted team impact from revenue from 50%+ on events to 80%+ digital / website while hitting revenue targets
- 3x top-3 SEO keyword ranks in 15 months - 80% of leads have organic touch
- \$130K pipeline generated in first 6 weeks from scaling Drift chatbot
- Implemented ABM program with varied sales enablement plays
- Manage web contractors and other outsourced talent (including hiring / firing)
- Completed management training

Club Car, Web Manager

Led many improvements for clubcar.com and digital lead generation

- Drove 121% YoY increase in leads and 17% organic traffic increase
- Managed vendor relationship through multiple Adobe Experience Manager migrations and developments
- Directed PPC, web, and social media + managed \$250K+ budget
- 2x President's Award winner; Chairman's Award nominee

Rule Marketing Group, LLC, Owner

On-again, off-again side hustle with \$10K+ in revenue thus far

- Grew luxury home builder's brand to be booked out a year in advance - most leads from digital (previously had little presence)
- Revised nonprofit health clinic's SEO to drive 40%+ increase in leads for key services + reduced patient confusion
- Upleveled music store's digital marketing, including website, with enough of an impact they "survived the 2020 pandemic when we otherwise wouldn't have"

Other Experiences, Multiple Positions

Relevant bullet points from other roles in my career

- Managed \$1.4 million in revenue as Account Manager at Qiigo, growing it by 25% with 90%+ client retention rate
- Grew client performance by 20%+ and created a new stream of revenue for Mass Media Marketing as a client-facing ops team member
- Conducted interviews, researched and wrote copy for Masters.com website during 2012-2014 Masters Tournaments
- Gameday operations (led team of 7+ paid volunteers), video editing, web management, email marketing, and more in 4+ years at Augusta University

EDUCATION

Bachelor of Arts, Mass Communication, Class of 2011

Cum Laude from Honors Program

Double Concentration: Print Media, Broadcast and Electronic Media

Georgia College and State University

PROFICIENT

Marketing Strategy

Inbound

Cross-Functional Collaboration

Budget

Demand Generation

SEO

Website Management

Conversational Marketing

EXPERIENCED

Account-Based Marketing

Management

Email Marketing

Staff Training

Sales Enablement

Have questions? I'm active on LinkedIn and happy to chat!