

# CALEB RULE

calebrule.com

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## About Me

Revenue-focused B2B marketer enabling growth, cutting out fluff, and driving customer centricity

Has direct management experience and prior specialization with inbound marketing



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## EDUCATION

### **B.A., Mass Communication**

Georgia College & State University  
2007-2011

## LINKEDIN TESTIMONIALS

### **Majda Anwar**

**Vice President of Strategic Services  
The Pedowitz Group**

*Majda directly managed me*

"Caleb is a true revenue marketer - he constantly looks for the business value in every single tactic Marketing executes."

### **Sean Griffin**

**Website owner**

**The Pedowitz Group**

*I directly managed Sean*

"Few people have the opportunity to report to a manager who cares about you not only as an employee but as a person - but I did when I worked for Caleb."

He is not only a reliable and highly adaptable manager but also an inspiring and supportive team leader."

## EXPERIENCE

### **The Pedowitz Group, Director of Marketing, 2022-2023**

- Team drove third-highest Q4 in company history for marketing-sourced revenue
- Led reduction of tech stack spend by 10% and mapped out plan for further 25% reduction
- Increased team efficiency by 25% by identifying and eliminating low-value tasks
- Lowered inherited budget overage from 15% to 3%
- Championed promotion of a team member into another part of the business due to better alignment with career goals

### **The Pedowitz Group, Digital Experience Manager, 2020-2022**

- Led web, ABM, and performance marketing which led to highest marketing-sourced revenue in Q4 2021
- 5x improvement for non-branded SEO keywords and \$1.5 million+ in closed-won revenue from these efforts
- 50% increase in prospect content consumption
- Optimized multi-channel approach generated 35% increase in qualified sales calls
- \$300K+ in new pipeline from chatbot optimization
- Led hiring and management of Website Owner role

### **Qiigo, Account Manager, 2019-2020**

- Grew book of business by 20%
- 90%+ client retention rate

### **Rule Marketing Group, Freelance Consultant, 2019-Present**

- 5x higher lead gen for luxury home builder after upgrading website and SEO
- 30% YoY organic growth and 2x conversion rate for nonprofit medical center after SEO work
- 50% lead growth for music store from overhauling their website, content, and marketing strategy
- Currently working with three clients, results in progress

### **Club Car, Web Manager, 2016-2018**

- Grew lead volume by 121% YoY from web management (AEM), content, SEO, and SEM
- Exceeded revenue goals for new web-based build-your-car option for consumers with Onward
- Drove 17% increase in organic traffic and 26% time on site

### **Other Experience, 2011-2016**

- Worked 2012-2014 Masters Tournaments on web team
- Digital Specialist at M3 Agency managing SEO, SEM, and launched Local SEO offering
- Four years at Augusta University in MarComm roles
- Multiple freelance clients