

Michael J Rohde

Michael J Rohde
Lafayette, CA
rohde.mj@gmail.com
[LinkedIn](#)
[Portfolio](#)

I can help your business achieve its goals by effectively promoting your brand, attracting and engaging your target audience, and driving conversions:

- **Strategy development:** Craft a well-defined content marketing strategy tailored to your business goals and audience
- **Content creation:** Develop high-quality, engaging, and relevant content like eBooks, email and social media campaigns, blog posts, and newsletters
- **Publishing and distribution:** Publish content through your website, email, and social media channels
- **Analytics and reporting:** Monitor content marketing performance, analyze data, and provide comprehensive reports

Most Recent Experience

2021–2024, Content Marketing Manager, Stem (B2B SaaS)

- Spearheaded initiatives that contributed over \$1.5 billion in the sales pipeline by leading content-driven demand-generation strategies
- Directed comprehensive content marketing strategies, from ideation through execution, overseeing the creation of e-books, case studies, emails, landing pages, blogs, and social media
- Oversaw marketing operations, optimizing lead management procedures and metrics, campaign analytics, marketing automation infrastructure, and maintaining database integrity
- Led cross-functional collaborations with demand generation, design, sales, and product marketing teams, aligning efforts to design and implement impactful marketing campaigns

2019–2021, Senior Marketing Manager, Smart Meetings (B2B startup environment)

- Using A/B testing, dynamic content, personalization, automation, and analysis increased year-over-year campaign engagement by 355%
- Working with Editorial, launched the Smart Marketplace to create a brand new, self-serve, revenue stream. Using LinkedIn networking, cold drip campaigns, and leveraging existing clients, added dozens of new listings over just a few weeks — results include increased page views and paid banner ad impressions by the 1000s, increased new subscribers, and lead generation
- Strategize, write, develop, execute, and analyze multiple automated website, social media, events, and email content campaigns designed to drive prospects through the sales funnel to create qualified leads and increase subscribers
- Great collaboration skills with different teams to gain insight into specific proposition values, design, and editorial support

2017–2019, Content Marketing Manager, B-Stock (B2B SaaS startup)

- Developed an ongoing blog and social media calendar that brought prospects to the site through organic search as part of an inbound campaign
- Produced a monthly newsletter distributed to prospects who opted-in as part of a nurturing campaign
- Strategized an email campaign designed to bring visitors to our booth at trade shows or to schedule time to speak with a sales rep
- The overall content marketing plan included blog posts, brochures, video interviews, demos, webinars, case studies, white papers, and infographics

Tools

- AI tools: Runway / Maxai
- Asana (certified)
- HubSpot (certified)
- Salesforce/Pardot (certified)
- Sprout Social
- SurveyMonkey
- WordPress
- ZoomInfo

Publications

- Author, *GameMaker: Studio For Dummies*
- Author, *Adobe Edge Animate For Dummies*

Education

University of California, Berkeley

- Class, Content that Gets Results
- Certificate, Integrated Marketing Communication

UMBC

- BA, Interdisciplinary Studies
- Extended Minor in Creative Writing



February 2024

To Whom It May Concern,

I am happy to endorse Mike Rohde for his consistently significant contributions to Stem as the Content Marketing Manager since November 2021. He has been pivotal in driving leads to the sales pipeline through content-driven demand-generation strategies.

Mike's ability to manage comprehensive content marketing strategies, oversee the creation of diverse content types, and optimize marketing operations has been instrumental in the continued success of our marketing campaigns. His willing approach to lead cross-functional collaborations with teams - like demand generation, design, sales, and product marketing - has been key in aligning efforts and achieving our collective goals.

Mike's data-driven mindset, proficiency in leveraging marketing platforms - like Pardot, HubSpot, and Salesforce, and using artificial intelligence for research and content ideation consistently enhanced our campaign efficiency and impact. His dedication to staying abreast of the latest marketing tools also ensured that content - like webpages, emails, social channels, and collateral - remained innovative and effective.

In summary, Mike is a dedicated and results-oriented marketing leader who has significantly contributed to our team's ability to enhance brand visibility and foster the company culture of excellence and customer value. I have the utmost confidence in his abilities and believe he will continue to excel in his future endeavors.

Sincerely,

Tiffany Douglass

Director of Marketing Communications | Stem

(Phone and email available upon request)