



JANAE ROWE

Marketing Manager & Registered Coach

Creative marketing leader with a passion for building brands, driving strategy, and delivering bold, results-driven campaigns. Blending account-side experience with full-cycle creative execution, I bring a rare mix of storytelling, design thinking, and brand consistency to every project.

I'm seeking to make a greater impact on a smaller, high-performing team where I can own and elevate the brand experience across many touch points.

Experience

Senior Account Executive of Business Development Marketing

Cambridge Investment Research | 2019 - Current

- Develop and implement lead generation campaigns in partnership with the digital team, including ad and landing page copywriting
- Write and oversee content across print, digital, social media, email marketing, and direct mail
- Plan and execute sponsored events and webinars to support recruiting
- Create and manage Zoom webinar content and logistics—from planning and promotion to hosting, live Q&A, and reporting
- Creative development of thoughtful gift boxes and gifting campaigns

Lead Brand Builder

Desert Branding Co. | 2020-2025

- I helped female founders express themselves creatively and professionally by creating logos, websites, and content that communicate their value and improve their first impression online.
- I coached entrepreneurs and assisted with website and technology implementations to allow them to keep more of their earnings.

Marketing Manager

Simpleray Solar | 2017 - 2019

- Managed the marketing team and led execution of campaigns.
- Developed & implemented new marketing strategies & technologies.
- Secured the company a prestigious industry award while contributing directly to content creation across web, email, and social media.
- Monitored performance metrics to optimize results and improve ROI.

Client Services Supervisor

FoodChain ID | 2013 - 2017

- Supervised Client Services, Inspection, and Enrollment teams
- Assisted household brand name clients with Non-GMO Project certification and compliance
- Investigated and resolved escalated service concerns, improving client retention

Education, Memberships & Certifications

Bachelor of Fine Arts (BFA)

Maharishi University of Management | 2010-2013

University of Nebraska | 2008 - 2010

Registered Corporate Coach RCC™

Worldwide Association of Business Coaches (WABC)

Member & Chapter Volunteer

Women In Insurance and Financial Services (WIFS)

Registered Representative - Series 7

Financial Industry Regulatory Authority (FINRA)

641-451-0191

janae@janaerowe.com

@janae-nicole-rowe

@desertbranding

Expertise

- Project Management
- Copywriting
- Social Media Management
- Team Leadership/Development
- Multi-Channel Content Creation
- Full-Scale Campaign Execution
- Search Engine Optimization
- Leveraging Generative AI Tech

Technical Skills

- Canva Pro
- Squarespace
- CMS
- Adobe Creative Suite
- Webinar Development/Hosting

Portfolio & References



Visit janaerowe.com to see my work and read reviews from past clients and colleagues