

RELATIONSHIPS > MARKETING



Mission:

My personal mission is to create uniquely meaningful experiences for my team and for the individuals we are building relationships with so that we can all get where we want to go and find fulfillment in the process.

Experience:



ZoomShift | November 17' - April 18' | Director of Marketing

This relationship began as a contract gig, but it ultimately lured me away from my comfortable role at Employers Resource. I joined their team as employee #1 and took on the role of Director of Marketing in November of 2017 to help them grow their revenue. I planned, organized, and implemented a high velocity of growth experiments in order to identify potential new channels and improve existing core channels. I helped them see an increase in MRR by 15%, free trial volume by 200%, and organic search traffic by 25%. Most importantly, I helped them build new relationships and strengthen existing ones.



SpencerRule.com | August 17' - Present | Marketing Consultant & Speaker

In the middle of 2017, I began picking up some consulting gigs as a side-hustle. I have been invited to speak a couple national conferences about digital marketing. I also started a podcast where I interview growth professionals around the country about martech and how relationships impact what they do. This outlet has allowed me to have experience with even more marketing technology stacks, and work with some very fun and sharp teams.



Employers Resource | February 14' - November 17' | Director, Digital Marketing

After founding a marketing agency, I jumped client-side and spent four years building an in-house digital marketing program from the ground up for #11 on the Idaho Private 100. I worked closely with sales on marketing operations like lead scoring, CRM implementation, and sales enablement. I migrated the company to the Hubspot growth stack, and built marketing automation and lead nurturing programs. I ran data-driven experiments and I gained valuable project management experience. My work here tripled traffic to our website and grew monthly lead generation by more than 3400%. By year three, 50% of all new revenue was sourced by digital marketing. Maintained a 14:1 LTV:CAC ratio.



Pro 119 Marketing | February 10' - Feb 14' | Co-Founder, Integrated Digital Marketing

I co-founded this digital marketing agency and grew it to over \$500k in annual billings. Here, I learned how to be a well-rounded digital marketer and hustle. I consulted companies big and small including brands like Syringa Networks, Cabela's International and many others. This experience shaped me into the passionate and constant learner of digital marketing I continue to be today.

Others describe me as:

Driven, thoughtful, positive, passionate, emotionally intelligent, empathetic, loyal, and authentic.

Education:

Boise State University
Bachelor of the Arts
Communication

Other Passions:

Family, board sports, stand-up jet skis, disc golf, guitar and music, and fine coffee and tea.

Tools of the trade:

I have directly used all of these tools on a daily basis throughout my career.

Attract:

Website

- WordPress
- Hubspot COS
- Contentful
- Drupal

SEO

- Moz
- SEMrush
- Screaming Frog
- Spyfu
- Buzzstream
- Buzzsumo

Paid Reach

- Google Adwords
- Bing Search Ads
- Adroll
- Facebook Ads
- Twitter Advertising
- LinkedIn Advertising

Social

- Hubspot Social
- Hootsuite
- Buffer
- Mention
- Radian6

Email

- Hubspot Marketing Professional
- Constant Contact
- MailChimp
- Drip

Convert/Close:

Marketing Automation

- Hubspot Marketing Professional
- HubSpot Sales Professional
- Zapier
- Drip
- IFTTT
- Drfit

Listening/Analytics

- Segment.com
- Hubspot Marketing Professional
- Google Analytics
- Web Master Tools
- Hotjar
- Lucky Orange
- Heap
- Chart.io
- Amplitude
- Baremetrics

CRM/Forms

- HubSpot
- Salesforce
- Typeform
- PandaDoc
- Google Forms

Conversion/Optimization

- Hubspot Marketing Professional
- Optimizely
- Lead Pages

Chat/Bots

- Hubspot Marketing Professional
- Optimizely
- Lead Pages

Operations/Management:

Project Management/Operations

- Trello
- Slack
- Zapier
- Airtable
- Basecamp
- G Suite
- Microsoft Sharepoint
- Uberconference
- Calendly
- Hubspot Sales Professional
- Hubspot Projects
- Hubspot Workflows
- Cisco Webex
- Appear.in
- Databox
- Doodle
- Draw.io
- Appear.in

It's all about relationships...



Jon Hainstock, Co-Founder of ZoomShift.com

"Spencer is patient, empathetic, and kind. He overvalues relationships because he truly cares about people. His curiosity and active listening skills give him a unique advantage to build trust with others quickly. Spencer's commitment to understanding and helping people is at the core of all he does. He is authentic, fun, and easy to work with."

Mary Gersema, President and COO, Employers Resource

"Spencer is able to keep up with all the twists and turns of my conversations and bring organization to my thoughts. He is as excited as I am about the possibilities for me and my company and it shows. I recommend highly to anyone who needs some direction and creative thinking."



"4 years ago I hired a young man with passion for marketing. Today I am at a conference watching him knock it out of the park teaching a room full of people. #Proud"



Jamie Fritz, Partner during my time at Pro 119 Marketing

"Learning from Spencer has been one of the largest highlights I've had in my working career. For eight years, I've been able to experience his creative genius, drive, and passion for the work he dedicates himself to. He is extremely comfortable in creative content strategy conversations while still being very data driven; loves "the data," this one.

Spencer's marketing mind is unparalleled. I've witnessed him jumping from 50,000 feet to 10 with ease while still remaining laser focused on goals first and foremost. He's freakishly organized.

I've never met anyone else who is more passionate, driven, and focused on building the brand and helping team they are a part of. He manages teams with an artful finesse and has no problem getting his hands dirty when needed."



"... a great digital marketer with marketing automation experience. Spencer is a solid guy with a rare skill set.

- Alden Dale, Senior Analyst, Inverta LLP



I've had the pleasure of getting to know Spencer Rule over the past year. Besides simply just being a fantastic person, he is also a fantastic marketer. Spencer is data-driven, experienced, and truly knows how to get real results.

- Derrick Hicks, Director of Marketing at LeanLaw



Spencer is a highly motivated marketing professional who has some serious digital marketing chops. He understands the subtle and complex moving parts behind successful brand strategy and positioning. In other words, he knows what he's doing! And he is a pleasure to work with.

- Mark Curtis, Creative Director, Kount



"... a marketing powerhouse. Not only is he a person of strong integrity, but the quality of his work stands for itself."

- Bobby Powers, Business Analyst, Gravity Payments