

STEVEN ROWLEY

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EDUCATION

Bachelor of Science in Business Management

Apr 2005 - Dec 2010

Brigham Young University–Idaho

Rexburg, ID

Emphasis in Marketing, CIT, and Entrepreneurship

- Cumulative GPA 3.2
 - Successfully completed a Spreadsheet Modeling course from Harvard Business Publishing as part of a senior project
 - Performed a 14 week project as a junior analyst for Epic Ventures and Renewable Tech on a disruptive technology company from the INL in the robotic and renewable energy industry
 - Awarded the *Newel K. Whitney* business plan scholarship for placing first in the 2010 BYU-Idaho Business Plan Competition
 - Co-founded a student-run business that grossed over \$3,000 in two months
 - President of the *Campus Entrepreneurs Organization (CEO)*, a business mentoring society
 - Member and participated in the *American Marketing Association (AMA)*
 - Relevant coursework: Retail Management, Consumer Behavior, Financial and Managerial Accounting, Marketing Management, and Supply Chain Management
 - Experienced with M.S. Power Point, Word, Excel, and Adobe Creative Suite applications
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PROFESSIONAL EXPERIENCE

Marketing Intern

Apr 2010 - Jul 2010

AMX International

Rexburg, ID

- Worked with J.D. Edwards and Oracle CRM On Demand solution software to manage and analyze multiple database marketing events, campaigns and leads
- Analyzed business development strategies and worked with new lead qualification
- Took charge of hosting online webinars using Cisco Webex tools that introduced new software solutions to qualified leads

Chief Operations Officer

Jan 2010 - Apr 2010

BYU–Idaho Integrated Business Core Practicum

Rexburg, ID

- Coordinated 22 people in a student ran business that raised \$600 in startup capital, operated the business for two months and liquidated, providing our investors with a 5X return in 60 days
- Created routes that maximized efficiency and set up reporting procedures that resulted in a 98% operational efficiency

Marketing Director

Sep 2007 - Aug 2008

Smart Business Solutions (SmartHousing.com)

Rexburg, ID

- Designed, planned, and executed several aggressive marketing campaigns including cost per click (CPC) and direct mail advertising which grew our customer base by 60% in 8 months
- Utilized skills in: Google AdWords, Analytics, Social Network Advertising, Search Engine Optimization (SEO), Graphic design and marketing materials design and distribution

Store Manager

Apr 2005 - Apr 2009

ARK Security & Electronics

Rexburg, ID

- Managed store merchandise planning and purchasing strategies in the electronics category
- Designed and oversaw a new sales floor layout which increased store functionality and aesthetics
- Led the company as the head satellite technician in 2006 with more than 300 installs

Volunteer Representative

Feb 2003 - Apr 2005

The Church of Jesus Christ of Latter-day Saints

Micronesia, Guam

- Worked as a representative for two years and received training on team work, time management, and leadership
- Directed the training of twelve representatives for three months
- Reassigned to work with the President over all the representatives in Micronesia for four months where I traveled hundreds of miles across Micronesia training, interviewing, and measuring results for more than one hundred religious representatives