

MARK BARLOWE

Strategic B2B Sales Executive · Financial Services · Growth & Customer Acquisition

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Quota-carrying, full-cycle sales executive with 10+ years of B2B experience and five years selling complex growth solutions to banks and credit unions. Built a financial-institution portfolio from zero to \$1.09M in annual revenue through self-sourced new business, renewals, and expansion. Trusted by C-suite leaders to connect marketing strategy, analytics, customer acquisition, and measurable business outcomes to deposit and lending growth.

\$1.09M

ANNUAL PORTFOLIO

20+

FI ACCOUNTS

21%+

OF 2025 REVENUE

\$50K–\$150K+

ENGAGEMENTS

60–120

DAY CYCLE

PROFESSIONAL EXPERIENCE

Marketing Consultant / Account Executive — Financial Institutions

RAIN Local

Feb 2021 – Present

Atlanta, GA / Remote

- ▶ Built a \$1.09M annual-revenue portfolio across 20+ banks and credit unions from zero through self-sourced prospecting, new-logo acquisition, renewals, and expansion; represented 21%+ of company revenue in 2025.
- ▶ Own an approximately \$1M annual quota and the complete 60–120 day sales cycle for \$50K–\$150K+ engagements: target-account strategy, outbound outreach, discovery, solution design, proposal, negotiation, close, and growth.
- ▶ Expanded the portfolio 134% over the first full year and developed client relationships lasting four to five years by tying recommendations to executive priorities and measurable business outcomes.
- ▶ Advise C-level and functional leaders at institutions with \$300M–\$3.5B in assets on deposit growth, checking acquisition, mortgage, HELOC, auto lending, credit cards, and digital account acquisition.
- ▶ Navigate multi-stakeholder decisions across marketing, lending, compliance, IT, analytics, and third-party vendors; translate attribution and conversion data into ROI cases, executive reviews, and expansion plans.
- ▶ Earned Top Rookie Sales Executive recognition in 2021.

Senior Marketing Consultant

Clipper Magazine

Jan 2016 – Dec 2023

Atlanta, GA

- ▶ Built and managed a 20-account portfolio averaging \$350K+ in annual revenue through outbound prospecting and consultative sales of integrated direct-mail, digital, mobile, and email solutions.
- ▶ Owned discovery, proposals, negotiation, closing, retention, and referrals while consistently delivering repeat business across local and regional accounts.
- ▶ Recognized as the company's top mobile-app seller in 2016 and leading community co-op producer in 2017; continued part-time from Feb 2021 – Dec 2023 while building the RAIN portfolio.

Account Executive II

YP

Sep 2014 – May 2015

Birmingham, AL

- ▶ Managed approximately \$35K in monthly account revenue and delivered positive net account growth through high-volume prospecting, consultative selling, and disciplined Salesforce pipeline management.

SALES CAPABILITIES & TECHNOLOGY

Strategic Sales: Self-Sourced Pipeline · New Logos · Discovery · Proposals · Negotiation · Closing · Forecasting · Renewals · Expansion

Financial Services: Banks & Credit Unions · Deposits · Checking · Lending · Digital Account Acquisition · Compliance-Aware Selling

Revenue Technology: Salesforce · GA4 · Google Tag Manager · UTM Strategy · Attribution · ROI Analysis · Executive Reporting

Go-to-Market: Google Ads · Meta · YouTube · CTV · Mobile · Display · Geofencing · SEM · Data-Driven Targeting

EDUCATION

Associate of Science

Gordon College, Barnesville, GA