

WALTER RINES

GROWTH MARKETER | AI-Powered Demand Generation | Full-Funnel Performance

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Portfolio: walt-rines-portfolio.pages.dev | Millrace (product I built): millrace.crimsonedgeventures.com

PROFESSIONAL SUMMARY

Master growth marketer with 30+ years running full-funnel acquisition — and the hands-on builder's skill set to execute every layer of it personally. I've generated demand across paid media, funnels, email/SMS lifecycle, SEO, and affiliate programs; I've run the numbers (CAC, CPL, ROAS, LTV) and owned the P&L; accountability that comes with them; and I've built the AI-powered automation and marketing technology that makes the whole engine run at a fraction of agency cost. From a \$20M-VC email marketing platform (TargitMail, 120 employees) to launching Millrace — a live-transfer lead-to-meeting platform for high-ticket sales teams — to running marketing for a 29-state home-services organization, I've spent three decades shipping growth systems that produce measurable revenue. I am looking for Growth Marketer roles — Tampa or Remote — where mastery of the craft and hands-on execution are both requirements, not a trade-off.

CORE COMPETENCIES

Growth Marketing & Demand Generation: full-funnel acquisition strategy, paid media (Meta Ads, Google Ads, LinkedIn Ads, YouTube, TikTok), performance creative, landing pages, VSL & webinar funnels, lead magnets, email/SMS lifecycle, affiliate & influencer programs, SEO/content, CRO & A/B testing, retargeting, lookalike audiences

Analytics, Attribution & Unit Economics: CAC, CPL, CPQL, ROAS, LTV, payback period, cohort analysis, multi-touch attribution, Meta Pixel/CAPI, GA4, conversion tracking, marketing dashboards, budget allocation & forecasting, spend efficiency modeling

AI-Powered Marketing: agentic AI workflows for campaign production & optimization, LLM orchestration (GPT, Claude, Gemini, open-source), prompt engineering, AI-assisted creative & copy, automated lead scoring and routing, human-in-the-loop quality controls, custom AI tooling built in-house

Marketing Technology & Automation: n8n, GoHighLevel, Salesforce Marketing Cloud, HubSpot, Marketo, ActiveCampaign, Zapier, Make, CRM architecture, lifecycle automation, lead management, webhooks, REST APIs, serverless functions

Data & Reporting: SQL, BigQuery, PostgreSQL, Looker/Looker Studio, Tableau, attribution modeling, KPI dashboards, source-to-revenue reporting, budget pacing, executive-ready reporting

Hands-On Build: Python, JavaScript/TypeScript, HTML/CSS, Cloudflare Workers/Pages, Git/GitHub — I build my own automations, collectors, dashboards, and landing pages; I don't spec them and wait

PROFESSIONAL EXPERIENCE

VP MARKETING (Growth Marketing & MarTech, Contract)

Magnetic Energy LLC | Remote / Multi-State | workwithmagnetic.com | June 2025 — Present

- Own growth marketing end-to-end for a 29-state solar, roofing, HVAC, and real-estate organization: acquisition strategy, paid media, funnel performance, lifecycle, attribution, and reporting.
- Run paid acquisition across Meta and Google with conversion infrastructure (Pixel/CAPI), landing pages, and dayparting models — driving CPL and true-CPL accountability from first click to closed deal.
- Built the marketing data platform (Meta Ads, GoHighLevel, n8n, ViciDial, CallTools, Cloudflare Workers/D1, Supabase/PostgreSQL) that turned fragmented spend into source-tied CAC, CPL, and closed-deal reporting.
- Deployed agentic AI systems for campaign production, lead routing, and call intelligence — compressing production cycles and adding analysis capacity without adding headcount.
- Delivered executive KPI dashboards (spend, leads, CPL, true CPL, hourly performance, follow-up) with data-quality checks and direct source-to-dashboard validation.

CREATOR & FOUNDER — MILLRACE (Lead-to-Meeting Platform)

Crimson Edge Ventures LLC | millrace.crimsonedgeventures.com | 2025 — Present

- Conceived, built, and launched Millrace — a live-transfer lead-to-meeting platform for high-ticket residential solar sales teams — from positioning and brand to product, site, and go-to-market.
- Millrace solves the biggest open wound in appointment setting: no-shows. Qualified buyers connect to closers as live transfers with a one-tap virtual meeting launch — zero no-show rate by design.
- Built the full platform as a solo founder: campaign operations, dialer workflow, call intelligence and scoring, closer hand-off (Roam/Slack + Google Meet launch), analytics OS, and pay model — with exclusive-by-contract market positioning.
- Own the go-to-market: offer design, landing page and conversion flow, lead-generation partnerships, and the sales narrative — a living demonstration of product-led growth execution.

FOUNDER & GROWTH MARKETING CONSULTANT

Crimson Edge Ventures LLC | Las Vegas, NV / Remote | crimsonedgeventures.com | March 2023 — Present

- Fractional growth marketing and AI-automation practice for small and mid-sized businesses: acquisition strategy, funnels, paid media, lifecycle, and full-funnel measurement.
- Published client results with hard numbers (linkable from the portfolio): booked calls at \$20 vs. a \$200 target; 1,553 buyers in 30 days at \$76 each; a 4x-ROAS micro-purchase funnel feeding a \$2,495 webinar offer; bookings at \$137.85 vs. a \$200 CPA goal.
- Built modular multi-model AI workflows (GPT-family, Claude, Gemini, open-source) for marketing production, retrieval/context systems, scheduled execution, monitoring, and fallback routing.
- Designed and shipped data collectors, automation scripts, landing pages, and dashboards using AI-assisted development in Python, JavaScript/TypeScript, SQL, and cloud functions.

CHIEF MARKETING OFFICER

Trade House Funds | Boca Raton, FL | February 2025 — Present

- Architected the digital growth engine for a prop-trading firm: AI-powered content, automated campaign workflows, performance analytics, affiliate programs, and real-time KPI reporting.
- Built affiliate and influencer programs contributing 35% of qualified lead volume.

CLIENT SUCCESS MANAGER LEAD

321 Media | Orlando, FL | March 2025 — May 2025

- Led client success for premium fractional-marketing services; managed a \$45K MRR portfolio delivering a 35% ROI improvement and 45% gain in management efficiency.
- Designed conversion funnels and CRM automation for high-ticket education and financial products; supervised creative and multi-platform deployment across Meta and Google Ads.
- Maintained zero churn through proactive performance analysis and strategic guidance.

VP, GROWTH & BUSINESS DEVELOPMENT

Apollo Eleven, Inc. | Remote | March 2022 — December 2022

- Directed cross-functional growth teams and AI-augmented marketing strategies for SaaS clients; built alliances that increased client acquisition 27% and improved retention.
- Orchestrated marketing-automation implementations and automated campaign-testing protocols for enterprise clients.

FOUNDER / CEO

Online Business Solutions LLC | Florida | January 2017 — September 2021

- Built e-commerce and consulting businesses across Shopify, Amazon, and eBay; ran integrated PPC, email, SMS, CRM, and lifecycle programs across Google, Meta, Pinterest, YouTube, TikTok, and LinkedIn.

FOUNDER / CEO

GTMI / TargitMail.com | 1997 — 2001

- Built a pioneering enterprise email-marketing technology platform, secured \$20M in venture funding, and scaled the organization to 120 employees.
- Led product development, data-driven marketing strategy, operations, and enterprise growth during the commercialization of the internet.

GROWTH MARKETING SKILLS & TOOLS

Meta Ads, Google Ads, LinkedIn Ads, YouTube, TikTok, PPC, media buying, performance creative, lookalike audiences, retargeting, ROAS, CAC, CPL, LTV, payback period, cohort analysis, multi-touch attribution, Meta Pixel/CAPI, GA4, conversion tracking, funnel building, landing pages, VSL, webinar funnels, lead magnets, CRO, A/B testing, email marketing, SMS, lifecycle automation, affiliate programs, influencer marketing, SEO, content marketing, n8n, GoHighLevel, Salesforce Marketing Cloud, HubSpot, Marketo, ActiveCampaign, Zapier, Make, CRM, REST APIs, webhooks, serverless functions, SQL, BigQuery, PostgreSQL, Looker, Looker Studio, Tableau, KPI dashboards, Python, JavaScript/TypeScript, HTML/CSS, Cloudflare Workers/Pages, Git/GitHub, agentic AI, LLM orchestration, prompt engineering, AI-assisted production, AI lead scoring

SELECTED CAREER ACHIEVEMENTS

- Generated 1,553 buyers in 30 days at \$76 each — a paid-media and micro-funnel build with hard, published numbers.
- Cut booked-call CPA from a \$200 target to \$137.85 in 30 days for a real-estate coaching VSL funnel.
- Booked qualified service calls at \$20 against a \$200 target using 'near me' + call-only Google Search ads.
- Built a 4x-ROAS micro-purchase funnel feeding a \$2,495 webinar offer.
- Launched Millrace — a live-transfer lead-to-meeting platform — as creator and solo founder.
- Raised \$20M in venture capital and scaled a marketing-technology company (TargitMail) to 120 employees.
- 30+ years of hands-on growth marketing across paid media, funnels, lifecycle, affiliate, SEO, and AI-powered execution — with the published case studies to prove it.

PROFESSIONAL REFERENCE

References available upon request.