

\$TCHN — TERRY CHENOWITH

STATUS: AVAILABLE — REMOTE
 SIGNAL: CONFIRMED UPTREND ▲

Lifecycle, CRM & AI Marketing · Class: Full-Stack (Everything Marketing) · Selected via M.A.D. methodology

CANDIDATE OBJECTIVE

Seeks long-term appreciation for Sherman Research by deploying an 8+ year track record across lifecycle marketing, email, CRM, AI-driven personalization, creative, and video. Pursues an Advance & Promote strategy: compound what works, exit what doesn't, never miss a signal.

ANNUALIZED PERFORMANCE — ACTUAL, NOT HYPOTHETICAL

METRIC	\$TCHN	BENCHMARK*
Conversion lift, live campaigns	+21%	—
Client environments deployed	230+	—
Revenue supported	\$2M+	—
Nonprofit funds raised (comms lead)	\$1M+	—
Years in lifecycle / CRM / automation	8+	—
Compliance incidents (CAN-SPAM/CASL/GDPR)	0	—
Missed launch windows since inception	0	—

*Benchmark unavailable. The average marketing candidate does not publish a factsheet.

BACKTESTED CAREER TRAJECTORY · 2018–2026



MANAGER COMMENTARY

"Most candidates specialize in one channel. \$TCHN runs the full stack — the exact profile of an everything-marketing mandate. Momentum is aligned across short, medium, and long timeframes, and the distance from the field is expanding. Sherman hires slow; trends persist. So does this one."

CANDIDATE SNAPSHOT

Ticker	\$TCHN
Inception	2018
Base	Auburn, CA (remote-ready)
Style	Growth / Tactical
Structure	Open-ended, W-2 or 1099
Expense ratio	Lower than a bad hire
Screening	PASSED

INDICATOR PANEL

- Lifecycle & CRM UPTREND ▲
- Email & Deliverability UPTREND ▲
- AI & Automation UPTREND ▲
- Creative & Video UPTREND ▲
- Funnels & Conversion UPTREND ▲
- Revenue Analytics UPTREND ▲

0.00%

MAXIMUM DRAWDOWN

MISSED LAUNCH WINDOWS SINCE INCEPTION
 VS. BENCHMARK: STILL DRAFTING A COVER LETTER

PRIMARY MISSION SCREEN

Active stewardship & generous giving, verified: elected Communications Chair, Hillmen Foundation (\$1M+ raised for students); 10+ yrs volunteer youth-sports coaching. Values: operating system, not campaign theme.

RADIO MISSION CONTROL: hello@terrychenowith.com · 530-906-9968 · linkedin.com/in/terrychenowith · Full diligence report: [your-page-U