

# Trev True

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Digital transformation leader and AI solutions architect. For fifteen years I've built the systems that brands run on: omnichannel marketing, ecommerce, operational infrastructure, and performance tracking that delivers actionable insights. I've done it inside large organizations and as a founder of first-to-market companies. The most recent is ye5.ai, an AI visibility suite I designed, coded, and shipped myself. Case studies at trevtrue.com.

## PROFESSIONAL EXPERIENCE

### Founder & Developer

ye5.ai | Bellevue, WA | 2026 – Present

- ye5.ai is an AI visibility suite: four products that show what AI assistants say about brands, where they're being missed or misrepresented, with strategy and content to improve GEO/AEO.
- Designed, coded, and shipped the entire platform solo. First line of code to public launch in one week; full four-product suite in a month. Orchestrates 9 models across 3 AI labs and 9 APIs: 4 products, 25 deliverable types, 36 languages, 500+ reports delivered to date. This is real software: a three-tier crawl system with automatic fallbacks, Postgres-backed versioned caching preventing repeat model spend, job queues with idempotent delivery and retries, locked scoring so delivered results never change, ADA compliant fully tokenized design system, and 60+ automated release gates covering translation accuracy, PDF rendering, and pricing integrity.
- Live at ye5.ai (built as proof of capability, runs autonomously)

### Head of Social Media & Community

Roundglass | Bellevue, WA | Dec 2024 – Present

- Lead social media and community across a global organization of seven business units spanning executive communication, philanthropy, conservation, political action, consumer apps, professional sports, and music, including the launch of two new business units.
- Designed and implemented shared marketing infrastructure across the portfolio: KPI frameworks, governance standards, work management, process documentation, and an executive reporting layer.
- Integrated AI into production workflows, including a RAG-assisted customer support chatbot and AI-skills-based content development at scale.
- Roundglass Living: grew audience 109% in 2025, with 600+ posts at 4.5% engagement; scaled North American audience 17x.

### Digital Marketing Manager

Metropolitan Market | Bellevue, WA | Oct 2021 – Dec 2024

- Led an 11-initiative digital transformation across web, email, social, ecommerce, marketplaces, and data, aligning Marketing, Operations, IT, and external vendors to deadline and budget. Led the WordPress-to-Kentico CMS migration whose hybrid architecture became the model across five sister brands.
- Delivered double-digit holiday sales growth three consecutive years with targeted, segmented, omnichannel campaigns. 2023 campaign was a career high of 91x ROAS.
- Rebuilt the email program into a \$4M annual revenue channel: open rate +260%, clickthrough +470%, churn –73%. Owned seven ecommerce and marketplace launches: Instacart, Storefront Pro, DoorDash, Amazon Grocery, and three dev cycles of the Holiday Reservations platform.
- Scaled social 9x over three years: 250 videos, 17M combined views, 5.46% engagement. Built a digital asset management system from scratch (50K images, 90 days, under \$25K) and integrated generative AI into content workflows beginning in Jan 2023.

## **Growth Marketing Strategist**

Klick Solar | Denver, CO | Contract | Aug 2019 – May 2021

- Developed sales toolkits (training modules, prospecting flows, pitch decks, customer journey maps), accelerating Klick to one of the largest residential solar providers in Colorado.

## **Co-Founder**

TireStorage.com | Boulder, CO | Jan 2010 – Oct 2020

- Co-founded the first independent tire storage service in the United States. Built the operational model, customer acquisition system, and B2B white-label and partner channels from zero. Branded and designed to scale nationally; sold my stake in 2020. Now in its 17th year of operation.

## **Experiential Marketing Designer**

Showfields | New York, NY | Contract | Feb 2019 – Mar 2020

- Designed and built 15 handmade AR wearables for Showfields' grand opening. Engaged 100,000+ in-person visitors and millions online; the most-attended exhibition in Showfields' history.

## **Festival Producer**

Oregon Fringe Festival | Ashland, OR | Jun 2015 – May 2016

- Led 9 staff and 30 volunteers to deliver a 6-day, 50-event multidisciplinary festival drawing 7,000+ attendees and featuring 500 performers. Owned the full lifecycle: artist selection, grant awards, schedule curation, visual identity, vendor logistics, security, facilities, and community coordination.

## **EDUCATION**

### **Master of Fine Arts, Integrated Practices, with distinction**

Pratt Institute | Brooklyn, NY | 2019

*Focus: digitally mediated experience. Coursework spanned critical theory, product design, interaction design, fabrication, and the systems that shape audience attention online.*

### **Bachelor of Fine Arts, Socially Engaged and Interactive Art, magna cum laude**

Southern Oregon University | Ashland, OR | 2016

*Self-designed cross-disciplinary coursework in contemporary culture, studio art, digital fabrication, programming, and visual communication.*

## **SKILLS**

**AI & Automation:** Generative AI strategy and integration, LLM orchestration via API (Claude, GPT, Gemini), AI product development, Retrieval-Augmented Generation (RAG), prompt engineering, AI workflow automation, LLM token and cost optimization, Generative Engine Optimization (GEO).

**Digital Marketing:** Omnichannel strategy, performance marketing, paid social, email marketing and marketing automation, content marketing, Search Engine Optimization (SEO), social media leadership, video production at scale, ecommerce and marketplaces, brand management, audience development.

**Digital Transformation:** Marketing operations, marketing technology (martech) stack integration, Content Management System (CMS) migration, Digital Asset Management (DAM) implementation, Customer Data Platform (CDP) architecture, vendor consolidation and RFP management, KPI frameworks, governance design, executive reporting (Power BI, Smartsheet).

**Tools & Platforms:** Adobe Creative Cloud, Figma, Claude, Claude Code, Cursor, ChatGPT, Codex, Gemini, Midjourney, Adobe Firefly, Power BI, Smartsheet, Google Analytics, Microsoft Clarity, HubSpot, Mailchimp, ManyChat, HeyOrca, Sprout Social, Asana, Kentico, WordPress, Twilio.