

Adam Wolfe

Business & Entrepreneurship Student

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PROFESSIONAL SUMMARY

Dynamic and results-driven student with 4+ years of experience in AI-driven web strategy, growth marketing, and business development. Proficient in qualifying leads, building pipelines, and converting prospects into loyal customers. Demonstrated expertise in cross-functional leadership, data-driven insights, and global strategy adaptation to enhance user experience and deliver measurable outcomes in high-growth environments. Passionate about driving innovation and delivering measurable outcomes through strategic execution.

WORK EXPERIENCE

HERO Eugene, OR

Head of Growth Oct 2024 - Present

- Develop and execute comprehensive growth strategies for HERO, a frictionless AI marketplace with \$1.5M in funding to drive user acquisition, engagement, and retention.
- Launch & oversee all initiatives, lead multi-channel marketing on all platforms, and build strategic partnerships with campus leaders, organizations, and events creating a continuous sales pipeline.
- Continuously growing an active user base of over 1500 users driving 12,000 high-quality listings, and making HERO the go-to platform for student buying and selling.

PERPLEXITY EUGENE, OR

Growth Strategist August 2024-Present

- Pioneered campus-wide and international initiatives to integrate Perplexity Pro within academic and extracurricular programs, driving AI adoption among students.
- Spearheaded the organization of QuackHacks, a university hackathon attracting 150+ students and securing \$30,000 in corporate sponsorships.
- Developed strategic marketing campaigns to foster engagement, leveraging AI-driven insights to analyze user behaviors and refine messaging.

ASENT Eugene, OR

Business Development Analyst June 2024 - December 2024

- Performed targeted cold outreach to 500+ companies, scheduling initial meetings, identifying pain points and overcoming objections to qualify leads, resulting in a continuous client handoff to senior sales managers.
- Created and optimized a high-converting landing page that improved lead quality and channeled prospects into a CRM workflow for follow-up and handoff to the CEO.
- Coordinated with cross-functional teams (product, marketing, and engineering) to tailor pitches that addressed specific client needs, boosting conversion rates.

WOLFE LINK SYSTEMS EUGENE, OR

Web Development Agency Owner June 2022 - Present

- Achieved consistent revenue growth by prospecting and closing new business for over 100+ client website projects, employing a consultative sales approach.
- Decreased bounce rates (30–50%) by optimizing the website's CTR and integrated sales funnels, converting visitors into qualified leads for clients.
- Leveraged Fillout and Make.com to streamline follow-ups while managing a remote team of referral partners who closed clients through outbound sales for commission-based incentives.

EDUCATION

UNIVERSITY OF OREGON LUNDQUIST COLLEGE OF BUSINESS Eugene, OR

B.S. Business & Entrepreneurship | Management and Operations 2021 - 2025

Grade: Senior

- Founder & President of the Artificial Intelligence Student Association
- Director of Venture Success for the Oregon Entrepreneurship Club
- Executive Director of QuackHacks