

# Rachel Appleman

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## EXPERIENCE

### **Contributor Development Partnership (CDP)**

*Senior Manager, Digital Marketing Technology*

Brighton, MA

October 2021 – present

- Oversee email building process for Digital Marketing team from execution to deployment to ROI
- Manage team of developers and provide final review and QA of production work
- Review consistent implementation of Digital Marketing team tools and ensure platform roadblocks are provided solutions in a timely manner
- Partner with Business Data and Systems team to ensure streamlined Digital team production on all fronts of client web presence

*Marketing Automation Manager*

May 2020 – September 2021

- Own over 30 public media station automated fundraising and giving campaigns (RedPoint Interactive)
- Design, build, test, and implement dynamic automated email campaigns allowing for customization across clients and station genres
- Build reports and analyze trends (Tableau, Salesforce) in digital marketing team data including donor conversion rates and giving revenue
- Implement paid advertising (search, social), organic social media, and email newsletter campaigns in order to increase CDP demand generation efforts

### **SnapApp**

Boston, MA

*Marketing Programs Manager*

August – December 2019

- Operations: Build, deploy, and analyze marketing initiatives to drive pipeline growth and customer retention
- Demand Generation: Coordinate all digital marketing programs including webinar planning and execution, email marketing, and paid advertising
- Customer Marketing: Partnered with Sales, Customer Success, and Product teams to build out and deploy customer onboarding nurture program

### **Brightcove**

Boston, MA

*Marketing Operations*

January 2019 – July 2019

- Supported the Global Marketing team by executing and reporting on email campaigns using Eloqua. Used Salesforce, Tableau, Google Analytics to analyze email campaign results, provided recommendations and enhancements, performed A/B testing
- Provided final approval for international marketing teams (EMEA, APAC) email campaigns, recommended best practices on database and list segmentation. Supported database cleansing, enrichment, and standardization
- Supported the Sales Development team in assigning and routing inbound leads using Eloqua programs

### **Promoboxx**

Boston, MA

*Marketing Operations Specialist*

December 2017 – January 2019

- Operationalized the marketing and sales organizations and processes utilizing HubSpot. Oversaw the sales reporting/lead/MQL dashboards and refined lead qualifying and scoring criteria which improved quality of leads
- Created, executed, and reported on inbound marketing email campaigns using HubSpot and MailChimp, paid and organic advertising campaigns using Google AdWords, and ABM campaigns utilizing Terminus
- Built out the Refer-a-Brand integration between Promoboxx platform and HubSpot to route referral leads to the business development team, improving the rate of lead follow up time and process for the referral channel

### **HubSpot**

Cambridge, MA

*Senior Customer Support Specialist, Support Team Mentor*

June 2015 - December 2017

- Resolved customer inquiries and technical issues including content creation, analytical reporting, and database maintenance in order to implement successful inbound campaigns
- Diagnosed advanced technical issues involving software integrations, DNS setup, HTML/CSS and API endpoints
- Chosen to train and mentor new Support Specialists including NPS feedback and escalations
- Exceeded daily productivity targets while maintaining an average monthly customer service NPS score of 10
- Recognition: Q4 2016 Support Champion (of 90 support reps), Q1 2017 Most Effective MVP (of 90 reps)

### **ADDITIONAL TECHNICAL SKILLS**

- Eloqua, HubSpot, Salesforce, NGOC, Tableau, Google Analytics, Google AdWords, MailChimp, JIRA, WordPress, Terminus, Wordstream, GoToWebinar, Survey Monkey, Unbounce, HTML/CSS, Zapier, Wistia, EventBrite, Sublime Text, RedPoint Interactive, Microsoft SharePoint, Microsoft Office, Microsoft Teams, Zoom, Slack

### **ACTIVITIES/CERTIFICATIONS**

- Yoga Alliance 200hr certified Yoga teacher, Level 1 Yin teacher
- Created and taught weekly programs to promote mindfulness/stress management techniques for employees
- Inbound Marketing, Inbound Sales, Content Marketing, HubSpot, & HubSpot Design certified

### **EDUCATION**

**Roger Williams University, Mario J. Gabelli School of Business**  
Bachelor of Science, Major: Marketing, Minor: Math; GPA 3.8

Bristol, RI  
May 2015