

Rachel Appleman

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Yoga Alliance 250hr certified Yoga teacher, Level 2 Reiki practitioner



EXPERIENCE

Contributor Development Partnership (CDP)

Brighton, MA

Associate Director, Digital Marketing Services (DMS)

January 2023 – present

- Co-lead a team of DMS staff: provide onboarding, oversight, management, and escalation
- Directly oversee DMS technology employees, including the Email Production team and Web Analytics team - support with timelines, procedures, priorities, and communication across all functional areas
- Provide strategic support to DMS leadership by continually identifying, evaluating, and implementing process improvements discovered and reported on a monthly and quarterly basis
- Serve as a subject matter expert and resource pertaining to DMS tools. Curate resources and documentation to support onboarding and ongoing use
- Provide strategic insight on digital innovation, emerging technologies, and the future of giving in the non-profit/technology ecosystem
- Collaborate with other (Associate) Directors across CDP to ensure service and support for cross company initiatives

Senior Manager, Digital Marketing Technology

October 2021 – December 2022

∄ Jan22-Jan23 successfully proposed and implemented over 6 new automated email programs in both

Acquisition and Add Gift revenue categories - Raised digital station revenue by 21%

∄ Oversee email building process for DMS team from execution to deployment in RPI

∄ Manage team of email and web developers and provide final review and QA of production work

∄ Review consistent implementation of DMS tools - ensure platform roadblocks are solved in a timely manner

∄ Partner with Business Data and Systems team - 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)

∄ Build, test, and implement dynamic automated campaigns allowing for customization across clients and 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

- HTML/CSS, SQL, Eloqua, HubSpot, Salesforce, Iterable, Litmus, ROI, NGOC, Tableau, Google Suite (Analytics/AdWords/Docs/etc.), Microsoft Suite, MailChimp, JIRA, WordPress, Squarespace, Terminus, GoToWebinar, Survey Monkey, Unbounce, Zapier, Wistia, EventBrite, Sublime Text, RedPoint Interactive

ACTIVITIES/CERTIFICATIONS

- Yoga Alliance 200hr (2018) certified Yoga teacher, 50hr certified Yin teacher (2019)
- Level 2 Usui Reiki practitioner (2021)
- Created and taught weekly programs to promote mindfulness/stress management techniques for employees
- Inbound Marketing, Inbound Sales, Content Marketing, CRM, HubSpot, & HubSpot Design certified

EDUCATION

Roger Williams University, Mario J. Gabelli School of Business

Bristol, RI

Bachelor of Science, Major: Marketing, Minor: Math; GPA 3.8

May 2015