

Rachel Appleman

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EXPERIENCE

Community Development Partnership (CDP)

Marketing Automation Manager

Brighton, MA

May 2020 – Present

- Responsible for over 30 media station automated fundraising and giving campaigns using RedPoint Interactive
- Evaluate trends (Tableau, Salesforce) in digital team data including conversion rates and giving revenue
- Implement paid advertising campaigns in order to increase CDP demand generation efforts

SnapApp

Marketing Programs Manager

Boston, MA

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

Marketing Operations

Boston, MA

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

Marketing Operations Specialist

Boston, MA

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

Senior Customer Support Specialist, Support Team Mentor

Cambridge, MA

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