

RACHEL WILLINGHAM

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Meticulous and enthusiastic marketing leader with a data-driven and strategic approach, adept to leading cross-functional teams on large-scale marketing projects. Passionate about team-building, nurturing young talent, and bringing a sense of joy to work, I am a positive and organized individual looking for an innovative organization to join, where creativity is encouraged and the status quo is always questioned.

SKILLS: B2B Marketing program management, Integrated marketing management, Marketing plan development and execution, Brand development and management, Go-to-market strategy development, Content marketing and strategy, Email marketing strategy and execution, Digital marketing, Demand generation, Budget management, Dashboard creation and performance tracking, Public Relations, Cross-functional team coordination, Excellent communications skills, People management

TECH PLATFORMS: Asana, Campaign Monitor, Camtasia, Canva, Excel, Google Analytics, Google Docs, Hubspot, JIRA, Monday, Mailchimp, Marketo, Powerpoint, Zoho, Salesforce, Terminus, Wix, Wordpress

EXPERIENCE

Marketing & Project Management Consultant | Nov 2020 - Present

Senior marketing and project management consultant with experience leading strategic marketing programs for brands in SaaS technology, digital marketing, fashion, and nonprofit space, specializing in:

- Multi-channel marketing plan development
- Email campaign strategy and execution
- Social media strategy and campaign management
- Event strategy and logistics
- Partner relationship building and sponsorship program development

Program Marketing Manager | Billtrust | Jan 2020 - Nov 2020

Led integrated B2B marketing campaigns for corporate revenue segment; Oversaw development of creative assets for and analyzed performance of digital advertising; Created and executed digital ads and paid media for Billtrust's eCommerce solution SBU in order to warm leads and build brand awareness, utilizing market research and consumer insights; Wrote follow-up outreach sequences to nurture sales leads, Oversaw team of 5 junior sales team members (ADRs) to ensure sales and marketing team alignment.

Marketing Program Manager (Contract) | Microsoft | Apr 2019 - Nov 2019

Launched Microsoft's OCP Partner Incentive & Investments team's marketing programs for fiscal year 2020, including creative asset creation, go-to-market strategy, editorial calendar layout, scorecard generation, and communication with Microsoft's Executive Editorial Council to ensure compliance standards and best practices adherence; Implemented MS customer satisfaction survey and scorecard; Managed social media channels for Microsoft's OCP Director of Cloud Profitability

Marketing Project Manager | Reputation.com | Feb 2016 - Feb 2019

Grew the sales & marketing lead database by 3x in 2 years through targeted purchases and integrated marketing campaigns, implementing triggered campaigns and prospect workflows; Project managed the launch of 30+ content marketing pieces in support of sales and new product marketing teams; Planned and produced all aspects of Reputation.com's annual customer conference, exemplifying leadership, cross-functional team coordination, attention to detail, and precise campaign and budget management; Led Reputation.com's culture club, which included organizing volunteer activities, company events, and employee appreciation efforts

Executive Assistant to the CEO | Originate | Jul 2015 - Feb 2016

Launched and managed strategic direction of social media strategy for company; Developed written Standard Operating Procedures and best practices for SF office lead and C-Suite Executive Assistant positions; Managed calendar and engagements for CEO

Account Manager | Dynafios | Apr 2014 - Jul 2015

Established client account metrics and built out/ managed KPI dashboards; Maintained a 90% retention rate on contracts across a portfolio of 20+ clients; Responsible for leading meetings with hospital executives and surgeons, exemplifying professionalism, data-driven performance improvement, and effective collaboration with clients.

EDUCATION

Washington State University | B.A., Political Science | 2009-2012