



# Rachael Campbell

## Senior Marketing Manager

555-658-2122 | rach@nomail.com

My LinkedIn Profile

### Reaching Targets in Marketing → Brand Management → Digital Strategy → Customer Loyalty

*Maximizing marketing program efficiency through process improvements, automation, and documentation.  
Growing loyalty programs by finding creative solutions to member communications.*

Digital Marketing | Traditional and Print Marketing | Market Research | Brand Strategy | Campaign Management | Marketing Plan Development | Advertising | Email Marketing | B2B/B2C Campaigns | Customer Relationship Management | Segmentation | Marketing Communications | Documentation | Data Analysis/Reporting | Incentive Planning | Project Management | Geotargeting

### Professional Experience

**Deloitte Digital** • Los Angeles, CA • An \$8B, global marketing communications agency.

#### Campaign Manager (09/2018 – Present)

Strategize and execute marketing campaigns across multiple channels – including digital, direct mail, email, print, direct response television, and radio – to drive leads to insurance clients. Orchestrate projects on tight timelines to meet annual enrollment deadlines. Collaborate with creative teams and partners.

- Designed Google Data Studio dashboard to provide updated campaign performance and analysis to clients.
- Built an elaborate Excel-based, color-coded timeline to manage projects. Documented detailed lists of project steps, providing a valuable training asset for the entire team.
- Consistently met tight project deadlines without sacrificing quality.
- Developed a new business plan to bring a client’s products to market, exceeding launch goals by 10%.
- Reduced resource spending by 15% using exceptional project management skills.



**Morgan & Sterling, LLP** • New York, NY • A leading national law firm with over 1500 offices across the U.S.

#### Marketing Manager (11/2016 – 09/2018)

Played a key role in developing the firm’s marketing plan and strategy. Managed marketing activities, CRM platform, and reporting. Launched a series of PR events to introduce a new practice to the community.

- Installed a new Thompson Reuters CRM platform that leveraged existing contacts to develop new business. Led product training and rolled out platform on time and under budget.
- Established new systems to evaluate the impact of current marketing campaigns. Collaborated with marketing partners to formulate and adjust digital strategies to enhance PPC, SEO and SEM.
- Managed the design, testing, and migration of client data into Microsoft Dynamics 365 CRM.

## 🎯 Experience, Continued 🎯

**Ulta Beauty (Corporate)** • Chicago, IL • A \$4.9B, international retailer and distributor of professional beauty supplies.

### Senior Manager of Customer Loyalty (07/2013 – 05/2016)

Strategized and orchestrated CRM campaigns for loyalty members and customers through email, digital, and mobile channels. Established test and learn strategies around customer segmentation, offers, and creative formats to continually optimize CRM program. Tracked and reported on program performance – evolving and improving based on lessons learned. Supervised and mentored junior team members.

- Conceptualized, designed, and launched dynamic email welcome streams for multiple audience segments. Built automated email journeys based on customer purchase history, ensuring communications were relevant to the customer.
- Key member of a team that reimagined and redesigned the loyalty program. Created an industry-leading value proposition that grew the loyalty program membership by 12%
- Led team that reintroduced the brand as fresh, knowledgeable, and available – improving brand recognition by 22% and the customer perception score by 18%
- Managed the transition to Salesforce’s ExactTarget e-mail platform.

*“Advocates for best customer experience at every opportunity.”*

*“Brought complex customer email programs to market without a hitch.”*

-Ulta Beauty performance reviews, 2016

**Hilton Worldwide** • Chicago, IL • A \$5B, global hospitality company that manages luxury hotels and resorts.

### Manager, Hilton Honors Loyalty Program (09/2006 – 07/2013)

- Created and launched a global employee enrollment incentive program in 10 languages – adding a half million active members and growing the membership base by 12.5%.
- Produced a CRM newsletter in eight languages. Managed segmentation, coordinated QA testing, and analyzed key metrics.

### Early Career

**CRM and Event Marketing Coordinator** | MGM Mirage Casino and Hotel | Las Vegas, NV

**Events Manager** | Allen Foods/US Foods | St. Louis, MO

## 🎯 Education 🎯

**Bachelor of Arts in Marketing** | Carthage College | Kenosha, WI

## 🎯 Technology 🎯

Microsoft Office Suite | Salesforce.com | Adobe Creative Suite | Tableau | Microsoft Dynamics 365 CRM  
Experian/Cheetahmail | Business Development Premier | Cognos | Jira | QuarkXPress | Lotus Notes  
Bing and Google Ads | Facebook Business Manager | Zipline Digital Ad Management  
Experian CCMP | Campaigner | Constant Contact | Citrix | Competiscan

Global Digital Marketing Certification (3/2020)  
Google Ads Search Certification (1/2019)