



Rachael M. Travers

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EDUCATION

Ithaca College, Roy H. Park School of Communications, Ithaca, N.Y.
Bachelor of Science; Major: Integrated Marketing Communications
Minors: Sports Studies, Communication Management and Design, Legal Studies

PROFESSIONAL EXPERIENCE

Competitive and Go-to-Market Strategy Manager, XFINITY Mobile
Philadelphia, PA June 2017 to present

- Manage wireless competitive tracking, analysis, and forecasting to create deliverables that are disseminated to relevant team members including senior leadership
- Develop processes to organize, streamline, and scale quarterly marketing planning and promotional offer creation and dissemination

Marketing Strategy Manager, Comcast Cable

Atlanta, GA Sept. 2015 to June 2017

- Analyze results and industry trends to create relevant and topical marketing collateral that drove a 5% increase in annual connects through direct, digital, and social marketing supported by an \$80 million annual budget
- Manage process and timelines for creative agencies, data science team, and execution group to ensure accuracy and on-time delivery
- Serve as strategic lead for all direct marketing tactics for divisional leadership and corporate marketing teams

Director of Business Development & Marketing, SendLater Inc.

Boston, MA July 2014 to July 2015

- Design and implement a marketing plan, including corporate branding guidelines and paid, unpaid, and partnership marketing
- Create investor and potential investor materials, including projected customer acquisition, marketing, financial, and strategy models
- Research and secure potential partners to secure contracts, resulting in two contracts with multi-million dollar companies and one non-profit

Hospitality Manager, The Golf Connection, LLC

Annie's Revenge Pro-Am, Montego Bay, Jamaica Nov. 2013 and Nov. 2014

Admiral's Cup Pro-Am, St. Kitts and Nevis Feb. 2014

- Design nighttime activities, dinners, and galas for 150 golfers and their guests that satisfy sponsors' contracted branding requirements
- Serve as the main point of contact for all hotel and non-golfing operations

Event Coordinator, Ithaca College School of Business

Ithaca College, Ithaca NY Aug. 2013 to May 2014

- Plan logistics, advertising design, and execution of all School of Business functions including alumni speakers, guest speakers, workshops, recruiting events, celebrations, and student events

Marketing & Events Intern, EMC Select

Hopkinton, MA May 2012 to Aug. 2012

- Plan eleven road shows to showcase a division of EMC, a Fortune 500 company, and EMC Select partners to EMC sales team