



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  
**Universidad de Salamanca in Salamanca**, Intensive Spanish June 2013

## PROFESSIONAL EXPERIENCE

### **Marketing Strategy Manager**, Comcast Cable

*Atlanta, GA*

Sept. 2015 to present

- Responsible for driving a 5% increase in annual connects through direct, digital, and social marketing supported by an \$80 million annual budget.
- Analyze results and industry trends to create relevant and topical marketing collateral that drives results.
- 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
- Maintain expense forecasting, tracking, and reporting for residential and business services marketing teams with a combined annual budget of \$115 million

### **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
- Market EMC Select through social media and internal collateral