



RACHAEL M. TRAVERS

ABOUT

I'm described by my colleagues as a "results-focused marketer committed to a collaborative process" who "always brings a smile and positive attitude." I enjoy solving problems and have a knack for research, market intelligence and designing and implementing go-to-market strategy.

CONTACT

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SKILLS

- **Effective Storytelling with Data**
using Microsoft Excel and Powerpoint
- **Competitive Analysis**
to understand and predict competitors' actions
- **Project and Team Management**
to launch new products & nurture high performers
- **Tactical Strategy and Execution**
from strategic development to measurement
- **Event Management and Design**
including design, management, and measurement

EDUCATION

Bachelor of Science, Integrated Marketing
Ithaca College Roy H. Park School of Communications
Minors in Sports Studies, Legal Studies, and Communication Management and Design

Accelerated Data Analytics Course
General Assembly - December 2017

INTERESTS



EXPERIENCE

Acquisition Marketing Manager, Comcast Prepaid Business
Philadelphia, PA December 2018 to present

Spearhead the launch of our new customer relationship management program. Responsible for monitoring the end-to-end customer marketing experience, including optimization strategy based on testing and performance results.

- Launch and measure new customer communication tactics, including email and text messaging, driving incremental \$2M in quarterly revenue
- Build success metrics to monitor direct response tactics, such as mailings and point of sale collateral, and integrated marketing channels including digital marketing through online optimization and paid search

Competitive and GTM Strategy Manager, XFINITY Mobile
Philadelphia, PA June 2017 to December 2018

Joined Comcast's newest line of business Xfinity Mobile as the first in role to research and evaluate wireless competitors. Monitored industry trends and tracked micro-level insights, including purchase behaviors and data usage, to drive go-to-market strategies for customer acquisition, retention, and business operations.

- Implemented data analysis processes and comprehensive tracking solutions to consult teams on 20+ research project deliverables
- Presented executive summaries and roadmaps to senior leaders summarizing data analysis and measurement to guide strategic promotional offerings and drive desired consumer behavior impacting the frontline experience
- Led cross-functional relationships with 8+ teams to build awareness of customer needs in quarterly planning meetings

Marketing Strategy Manager, Comcast Cable

Atlanta, GA

September 2015 to June 2017

Led digital and direct marketing for acquisition and retention by partnering with cross-functional teams, including data science team to identify target markets, creative agencies to lead integrated marketing solutions, and execution team to create an innovative process for reducing time to market.

- Increased 5% YOY annual connects through direct, digital social media marketing collateral endorsed by \$120M budget
- Analyzed results and industry trends to create marketing collateral; served as strategic lead for all direct marketing tactics for marketing leadership teams

Director Business Development & Marketing, SendLater Inc.

Boston, MA

July 2014 to July 2015

Evangelized the newest technology of sending gifts of the future through MIT-based startup. Experience ranging from finance and business development functions to marketing, brand design, and development for MVP launch.

- Tested product functionality and designed go-to-market strategy

Additional Experience

- Managed hotel and sponsorship ops for 200+ pro-am golf tournaments for the Jamaica Tourist Board in Montego Bay, Jamaica (2014/2015)
- Selected as top student salesperson in northeast for Kaplan Test Prep (2014)
- Led social media strategy while interning at EMC (2013)
- Launched fundraiser 5K to support cancer research and treatment (2012/2013)
- Managed training and compensation for 120+ independent contractors with a start-up designed to buy unwanted gold (2007 through 2010)
- Managed 100+ other events, including presentations, concerts, and weddings