



# RACHAEL M. TRAVERS

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## 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 designing and implementing go-to-market strategy. I thrive in team environments and excel at unifying cross-functional teams to challenge the status quo and drive business results.

## SKILLS

**Developing Go-to-Market Strategy**  
*including creating and evangelizing playbooks and product roadmaps for product launches and process optimizations*

**Effective Storytelling with Data**  
*using Tableau & Microsoft Excel & PowerPoint*

**Competitive Analysis**  
*to understand and predict competitors' actions*

**Tactical Strategy and Execution**  
*from strategic development to measurement*

**Event Management and Design**

## EDUCATION

**Know Your Value Professional Leadership Development Program** – November 2019

**Accelerated Data Analytics Course**  
General Assembly - December 2017

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

## INTERESTS



## EXPERIENCE

### Associate Director Digital Strategy, One Main Financial

Wilmington, Delaware

March 2021 to present

*Oversee digital transformation of prospect experience from loan application to origination with the goal of driving incremental digital growth. Led analysis, ideation, design, and deployment of holistic prospect experience including site design, personalization, and partner integration.*

- Design and implement digital strategy for company website including oversight of the testing roadmap, feature launch and optimization, and partner integration with the goal of increasing the digital application submission rate and increasing digital engagement during originations process
- Drive and influence holistic prospect marketing experience, with an emphasis on developing omni-channel reporting to ensure accretive growth from the digital channel
- Partner with cross-functional teams including marketing channel owners and technology stakeholders, including UX design, front-end, and back-end development to launch product roadmap in SCRUM environment

### Acquisition Marketing Manager, Comcast Prepaid

Philadelphia, PA

Dec 2018 to March 2021

*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 Dec 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

Sept 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 a process to reduce 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, Early-Stage Startup

Boston, MA

July 2014 to July 2015

*Evangelized 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

### Other 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