

RACHEL ZACCARO

Sales and Marketing Professional with a Creative Background and an Entrepreneurial Mindset

563-580-2207 | rachelzaccaro@me.com | Seattle, WA | [LinkedIn](#)

EDUCATION

Master of Business Administration
University of Dubuque, 2012 - 2016

Bachelor of Arts
Wartburg College, 2002 - 2006

Continual Education Classes
South Seattle College, 2020
Seattle University, 2018

CERTIFICATIONS

Product Management
Cornell University, 2021 - 2022 (*expected*)

Manager's Edge
Southwestern Consulting, 2017

Competent Communicator
Toastmasters International, 2013

EXPERIENCE HIGHLIGHTS

- **12+ Years Higher Education Vertical**
- **12+ Years Analyzing Data** to Drive Sales Initiatives and Marketing Activities.
- **8+ Years Educational Technology Sales:** Exceeding Individual and Team Goals
- **Diverse Working Experience:** Small Businesses, Startups, and Large Corporations

PROFESSIONAL EXPERIENCE

2006 - Current

AREA9 LYCEUM

Vice President, Global Marketing

December 2020 - Current

Overseeing a team of employees and freelancers to enhance brand position and support the global sales team to achieve revenue goals in a fast-paced startup.

- **Website Management** including a comprehensive website redesign that simplified our message and showcased our value proposition to better reach customers across our three market segments: K-12, higher education, and corporate learning and development.
- **HubSpot Administrator** including workflow set-up for consistent lead management and GDPR compliance across all marketing and sales tools.
- **Sales Enablement:** Delivering tools, training, and developing processes to support the global sales force to ensure they are successful in their day-to-day activities and revenue targets. Increasing sales qualified leads and cutting the response time for these leads by 50%.
- **Partnerships:** Developing and managing all aspects of our content partners' go-to-market strategy including marketing campaigns, sales enablement, and positioning each partner into our marketing and sales ecosystem.
- **Product Management:** Given my extensive background in higher education and cross-team collaboration, I have a dual role focusing on the product management and development of our higher education portfolio.
 - Working with engineers, technical specialists, and our executive team to plan and manage the development of new products; including market research, product road mapping, budgeting, grant research and writing, go-to-market strategy, and sales enablement.
 - Acting as a knowledgeable consultant and supportive ally to our higher education business partners and resellers.
 - Supporting the sales team in identifying and nurturing new opportunities for business partners in the higher education vertical; acting as a mentor, sales leader, and industry expert.

LUMEN LEARNING

February 2019 - December 2020

Director, Product Marketing

- The first marketing hire for Lumen Learning, I designed, planned, and executed marketing campaigns and customer communication activities to achieve company objectives, regional adoption targets, and key account growth; building a data driven marketing foundation for this fast-paced startup company with ambitious revenue targets.
- **Results:** Sales Qualified Leads increased from 981 to 4,573 with new adoptions increasing to 66,177 enrollments, 1,851 new classes, and 168 new institutions.
- **Executive Director:** Given my five-year sales experience exceeding revenue targets and growing market share, I transitioned to a sales role to support the company when they were impacted by the COVID-19 pandemic. During this 6-month period, I cultivated relationships with faculty members and administrators across a 13-state region to increase educational technology adoptions to improve access and success for higher education students.
- **Results:** Adoption increase of 3,153 enrollments, 52 institutions, 6 new and renewed institution wide contracts. Q3/4: Top performing sales executive.

Sales Director

- Aggressively drove revenue and increased market share in identified courses overseeing nine account managers across five states.
- Coached, mentored, and supported the team on implementing a consultative sales process and other personal and companywide sales initiatives.
- Managed contract negotiations with administrators for enterprise adoptions.
- Developed long-term strategic relationships with key accounts and partnered with district leadership and product teams to execute strategies to increase sales, digital activations, and customer retention.
- Participated in and/or led key customer meetings and presentations to help close sales and maintain an average base of \$7.3 million.
- Hosted personal branding and professional development workshops for companywide meetings.
- **Results:** 2017 Sales Goal Achievement (111.4% to goal \$801,604 over goal), 2018 Inclusive Access Goal Achievement (117.7% to goal) and overall digital activation increase of 28.5%

Senior Learning Technology Representative

- Owned the entire customer experience from prospecting through adoption and implementation.
- Partnered with internal teams, including product managers and developers, to maximize territory growth and drive revenue while leveraging an existing customer base to grow digital users and increase market share.
- Built strong relationships with faculty and administrators where I became their trusted advisor for higher education course solutions and would continuously identify new opportunities to cultivate partnerships.
- Collaborated with college bookstores and business offices to ensure on time delivery of content and gain understanding of campus initiatives.
- Developed and executed a comprehensive account and territory plan continually maintaining a robust sales pipeline.
- **Results:** Three-year base growth from 1.9 to 3.4 million, sales goal achievement 2014 (117.4% to goal), 2015 (101.5% to goal), 2016 (105.2% to goal)

Digital Promotions Manager

- As the companywide Digital Promotions Manager for the science, engineering, and mathematics portfolio, I created internal and external marketing and sales campaigns which included video production, graphic design, and collateral. Developing systems and processes for streamlining, tracking, and analyzing marketing and sales activities and assisting with go-to-market strategy for product launches.

Editorial Coordinator

- Supported the product and portfolio managers with textbook and software development, budget monitoring, hiring, and training of subject matter experts, symposium planning and execution.
- Managed analyzing and presenting market development research, coordinating, and overseeing review panels, and internal/external companywide events.
- **Results:** Product Team of the Year, First Edition of the Year, Star Performer (companywide, peer nominated)

ADDITIONAL ROLES**Creative Director**, 2007 – 2010

JULIEN'S JOURNAL

Memorialization Services, 2007 – 2012

EGELHOF, SIEGERT & CASPER FUNERAL HOME

Marketing Coordinator, 2006 – 2010

HICKORY GROVE PRESS

Graphic Designer, 2006 – 2007

COPYWORKS

Owner/Lead Videographer, 2002 – 2010

BLUE ROOM PRODUCTIONS

SKILLS

- **Adobe Creative Suite:** 20 Years
- **Agile Marketing Philosophy:** 3 Years
- **Branding and Identity:** 8 Years
- **Consultative and Social Selling:** 8 Years
- **Creative Direction:** 10 Years
- **CRM Management:** 13 Years
 - **HubSpot:** 3 years
 - **Salesforce:** 10 years
- **Customer Support:** 6 Years
- **Data Driven Strategy:** 10 Years
- **Digital Marketing:** 10 Years
- **Direct Field Experience:** 8 Years
- **Educational Technology Sales:** 8 Years
- **Enterprise Sales:** 4 Years
- **Entrepreneurship:** 20 Years
- **Final Cut Pro:** 20 Years
- **Go-To-Market Strategy:** 5 Years
- **Higher Education Vertical:** 10 Years
- **Microsoft Office:** 20 Years
- **Product Management:** 3 Year
- **Product Marketing:** 5 Years
- **Public Speaking:** 10 Years
- **SaaS Implementation:** 8 Years
- **Sales & Marketing Leadership:** 6 Years
- **Sales Enablement:** 6 Years
- **Sales Planning & Execution:** 8 Years
- **Service Industry:** 10 years