

RACHEL ZACCARO

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Pragmatic and forward-thinking sales and marketing professional with extensive experience in diverse leadership across varied verticals. Creative and results-oriented leader highly skilled in analyzing data to drive sales initiatives and marketing activities. Strongly adept in educational technology sales, consistently exceeding individual and team goals.

CRM Management | SaaS Sales | Software Implementation | Process Improvement | Creative Direction
Strategic Planning | Operations Management | Training & Development | Workflow Design
Public Speaking | Cross-Team Collaboration | Sales Enablement

EXPERIENCE

WILEY PUBLISHING, Remote

February 2022 – December 2022

Regional Sales Manager, Team West

Aggressively drove revenue and increased market share by designing and implementing strategic sales plans for a team of seven, across eight states, while maintaining a base of \$14.25 million.

- Increased market share by finishing 94.87% to 2022 goal with three open sales territories by implementing a consultative sales process and other sales initiatives. Team West had the top two performing sales executives in North America with goal achievers averaging 113% over goal.
- Drove sales enablement by developing processes and resources to support the team in strategy, industry knowledge, and negotiation enhancing productivity. Grew the 2023 qualified sales pipeline by 400% and cut the sales qualified leads (SQLs) response time by 94% on over \$3 million in new qualified business.
- Oversaw the new Sales Development Representatives on digital marketing leading to an average open rate of 28.4%, reply rate of 10%, and opened over \$620K in new qualified business within the first and only month of execution.

AREA9 LYCEUM, Remote

January 2021 – February 2022

Vice President, Product Experience

Oversaw an international team of employees and freelancers to enhance brand position and supported the global sales team to achieve revenue goals in this fast-paced startup.

- Planned and executed comprehensive website redesign that simplified messaging and showcased the value proposition of K-12, higher education, and corporate learning and development, increasing page views by 23%, time on page by 11%, while reducing bounce rates by 1.82%.
- Relied on as HubSpot Administrator including workflow set-up for consistent lead management and GDPR compliance across all marketing and sales tools. Reduced yearly contract costs by \$35K, saved 40 hours/week manual work, and reduced SQLs lead response time by 50%.
- Supported the sales team in identifying and nurturing new opportunities for business partners in the higher education vertical, acting as a sales leader, industry expert, and product manager for new software development. Increased the higher education partnership qualified sales pipeline by over \$5 million.

LUMEN LEARNING

February 2019 – January 2021

Director, Product Marketing, Portland, OR

Designed, planned, and executed marketing campaigns and customer communication activities to grow market share by 60% over an 18-month period. Built a data driven marketing foundation for this fast-paced startup company with ambitious revenue targets that focused on their value proposition of reducing barriers to educational resources, especially for historically underrepresented populations.

- Increased SQLs by 366%, closed 66,177 new student enrollments, 1,851 new classes, and 168 new institutions.

Enterprise Sales Executive, West Region

Transitioned to a sales role to support the company when it was impacted by the COVID-19 pandemic. Utilized relationships and partnerships across a 13-state region that were established at the course, school, and state level to grow market share.

- Achieved an adoption increase of 3,153 enrollments, 52 institutions, 6 new and renewed institution wide contracts, and was the top performing sales executive for the 3rd and 4th quarter, 2020.

MCGRAW-HILL HIGHER EDUCATION**April 2010 – February 2019****Sales Director**, Alaska, Washington, Oregon, Idaho + Utah

Aggressively drove revenue and increased market share by 20% while supporting ten account managers across five states, maintaining an average base of \$7.3 million.

- Developed long-term strategic relationships with key accounts and partnered with district leadership and product teams to execute strategies that increased sales by \$1.3 million and digital activations by 28.5%.
- Participated in and/or led key customer meetings and presentations to help close sales and maintain an average base of \$7.3 million, including managing contract negotiations with administrators and provosts for enterprise adoptions.
- Accomplished diverse goals such as 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 Account Manager, Western Washington + Alaska

Owned the entire customer experience from prospecting to adoption and implementation to readoption, across 25 higher education institutions in Alaska and Washington state.

- Built strong relationships with faculty and administrators, becoming a trusted advisor for higher education course solutions, and continuously identified new opportunities to cultivate partnerships.
- Collaborated with college bookstores and business offices to ensure on time and accurate delivery of content.
- Secured a three-year overall base growth from \$1.9 to \$3.4 million. Met sales goal achievements: 2014 (117.4% to goal), 2015 (101.5% to goal), 2016 (105.2% to goal).

Digital Marketing Manager, Dubuque, IA

Created internal and external marketing and sales campaigns including video production, graphic design, and collateral.

- Implemented systems and processes for streamlining, tracking, and analyzing marketing and sales activities.
- Helped with go-to-market strategy for product launches across science, math, and engineering.

Editorial Coordinator, Dubuque, IA

Supported the product and portfolio managers with textbook and software development, budget monitoring, hiring and training of subject matter experts, and symposium planning and execution.

- Managed analyzing and presenting market development research, coordinated and oversaw review panels, and led internal/external companywide events.
- Earned Product Team of the Year, First Edition of the Year, and Star Performer Award (companywide, peer nominated).

EDUCATION AND CERTIFICATIONS

Master of Business Administration, University of Dubuque

Bachelor of Arts, Wartburg College

Product Management, Cornell University

Continuing Education Classes, South Seattle College and Seattle University

Manager's Edge, Southwestern Consulting

Competent Communicator, Toastmasters International

Level 2: Excel Yellow Belt, McGraw Hill SIMnet Digital Credential

Migrating from Final Cut Pro 7 to Final Cut Pro X, LinkedIn Learning

VOLUNTEERING

JUBILEE WOMEN'S CENTER, Seattle, WA

- **Associate Board Member**: Video production, marketing, chaired event planning and fundraising for women experiencing poverty; increasing event profitability by more than 400% from 2019 to 2020 and supporting over \$1,000,000 raised in four-year term.

VISITING NURSES ASSOCIATION (VNA), Dubuque, IA

- **Associate Board Member** and **2013 Vice President**: Supported vaccination clinics, event planning and fundraising raising over \$350,000 in three-year term.

WOMEN'S INITIATIVE FOR NETWORKING AND SUCCESS (WINS), Dubuque, IA

- Marketing, co-chaired event planning and fundraising for YWCA Crisis Services and Shelter Programs; raising over \$500,000 in four-year term.

TURNABOUT, Denver, CO

- Video production and professional services coach supporting the social reintegration of nonviolent offenders.