

# RACHAEL J. COOK

MARKETING PROFESSIONAL

DENVER, CO  
(M) 917.880.2672  
RACHAELJCOOK@GMAIL.COM  
WWW.RACHAELJCOOK.COM

Versatile marketer and business developer with highly developed analytical skills specializing in online marketing, brand development, product development and niche market expansion. Diversified practice in entertainment, legal, communications and technology markets. Highly skilled communicator, project and program manager with a track record of achieving desired objectives and results.

## MARKETING

- Marketing Automation Strategy
- CRM Campaign Strategy & Execution
- Website Development & Management
- SEO/SEM Marketing
- B2B Marketing Strategy & Pricing
- Brand Management & PR
- Sales Enablement & Incentive Strategy
- Market & Competitive Analysis
- Customer Research & Surveys
- Prospect/Customer Journey Strategy
- Cross-Sell & Up-Sell Campaign Strategy
- Campaign Management & ROI Tracking

## BUSINESS LEADERSHIP

- Team Building & Leadership
- Internal Culture & Identity Building
- Strategic Partner Relationships
- Contract Negotiations
- Mergers & Acquisitions
- Budget Management

## PROFESSIONAL EXPERIENCE

### Comcast Business, Denver, CO

2010 – Present

Comcast is a Fortune 49 Corporation, the largest cable and broadband provider in the US and the 3rd largest phone company. Comcast Business provides Ethernet, Internet, Phone and TV services to small and medium, and enterprise businesses nationwide.

#### **Director of Marketing – Sales Channel Enablement and Marketing Technology** (2012 – Present)

Create, manage and direct programs in coordination with Headquarters, Division and Region (Field) to impact sales productivity with market planning and analysis on sales funnel, productivity, promotions, incentives and budgeting.

- Created and executed an internal program, iLEAD, with the collection of strategic data by field sales to nurture leads via marketing automation. Program was successfully launched and is now supported with high interest to rollout nationwide. Demonstrated improved conversion rates:
  - From Prospect to Opportunity 2.79x improvement
  - From Opportunity to Closed-Won 1.65x improvement
  - From Prospect to Closed-Won 3.55x improvement
  - Every additional 50,000 prospects captured, nurtured and closed equals anticipated \$200 million yield in additional revenue for Comcast Business.
- Instituted Salesforce.com Campaigns in the West Division, leading the way for the rest of the nation.
- Develop and Communicate learning/recommendations and obtain buy-in from Sales, Marketing and senior leaders to implement recommended programs with regard to collateral, promotions, incentives and other sales tools.
- Develop sales blitz programs to run across the West Division in seven regions and the inbound sales team to increase productivity.
- Recommended and built a nationwide process and platform to track and manage the Enterprise channel marketing budget streamlining the process and reducing errors.
- Created and implemented a Referral Partner Program incentive, Super Bowl 2012, Division wide across seven regions to help fill the year-end sales gap and fill the sales funnel in Q1 2013.
- Developed and executed outbound telemarketing campaigns to set appointments for our Enterprise sales team across the West Division in seven regions.

#### **Marketing Manager – Mile High Region** (2010 – 2012)

Provide execution guidance to cross-functional teams to operationalize contact plans with precision, on time and within budget.

# RACHAEL J. COOK

MARKETING PROFESSIONAL

DENVER, CO

(M) 917.880.2672

RACHAELJCOOK@GMAIL.COM

WWW.RACHAELJCOOK.COM

---

- Interact with stakeholders within the business to execute the regional marketing plan.
- Review creative deliverables prepared by team and gather feedback prior to providing final approvals.
- Develop sales blitz for Business Account Executives (outside sales team).
- Support the Business Account Executives (outside sales team) with targeted prospect tools to increase sales productivity including Direct Mail Campaigns.
- Run marketing campaigns to drive inbound call volumes for the inside sales team.
- Develop and maintains marketing planning and management templates (e.g. budget, positioning frameworks, marketing plans, value proposition).
- Ensures project documents are complete, current, and stored appropriately including Mile High marketing calendar, strategic briefs and project timelines.
- President's Club 2011; Hall of Fame 2011

## Telesphere, Denver, CO

2009 – 2010

A fully managed nationwide business VoIP telephone service and Internet company facilitating the latest voice and data features of large enterprise companies over a private IP facilities-based network.

### **Field Marketing Manager** (2009 – 2010)

Strategically develop and manage the full scope of marketing needs for the Colorado market.

- Implemented and successfully launched a lead nurturing and email deployment platform integrated with Sugar CRM and used by both marketing and sales doubling the average weekday website traffic.
- Effectively planned trade show and events schedule for 2010, currently achieving 3400% ROI for 2010.
- Developed lead qualification and lead management processes, including training, on a company-wide basis, decreasing the number of sales calls and increasing sales productivity hours.
- Created and implemented lead nurturing campaign for five vertical markets including lead scoring and grading based on automation rules to guide sales in lead follow-up.
- Write copy and design (using Adobe CS) various collateral and promotional pieces for both prospects and customers.
- Developed company-wide email marketing strategy including the implementation of best practices such as A/B testing.

## Hosting.com, Denver, CO

2009 – 2009

\$50 million dollar private national hosting company offering application hosting, virtual and dedicated server hosting, colocation and fully managed outsourced technology solutions.

### **Director of Marketing** (2009 – 2009)

Analyzed marketing department activity formulating marketing strategy and plan to create a metrics driven marketing department tracking all inbound and outbound lead generation activity to guide all efforts.

- Prepared and executed a full scope communications plan for the Hosting.com acquisition including development of press release, customer communications, branding strategy, Website integration; all internal HR, Sales and Support FAQs and the management of the scoop media effort and analyst briefings.
- Developed time-stamped lead generation capture infrastructure including contact submission form, unique toll-free numbers and quote forms for performance reporting.
- Created monthly marketing dashboard demonstrating marketing activity and performance.
- Lead collaborative effort with sales to develop monthly marketing lead and account goals.

## PR Newswire, New York, NY & Denver, CO

2006 – 2008

# RACHAEL J. COOK

MARKETING PROFESSIONAL

DENVER, CO

(M) 917.880.2672

RACHAELJCOOK@GMAIL.COM

WWW.RACHAELJCOOK.COM

---

\$1,447.3 million global subsidiary of United Business Media offering communication solutions connecting organizations and communicators with the media, consumers, clients and investors through content production, news release distribution, multimedia and broadcast media placement services.

## **Director of Marketing, Americas** (2007–2008)

Devised marketing strategy with streamlined sales approach for 40+ communication products and services to six vertical business-to-business markets in North America with distribution in 170 countries and 40 languages.

- Achieved a 3.8% conversion rate, double business-to-business industry benchmark, through development and execution of six vertical market and multi-language versions of integrated global branding campaign including print, online, video, paid placement and events.
- Increased HTML email click-through rate by over 30% through template redesign, strategic list segmentation, and landing page template for decreased page abandonment.
- Enabled strategic response to qualified sales leads and promoted cross and up selling by creating educational Webinar series with average attendance of 1,000 and retention 10% above industry benchmark
- Eliminated brand confusion, decreased marketing costs and unified sales efforts in environment of competing interests by integrating and categorizing 40+ products and services in six vertical markets creating tools including sales collateral and internal training materials.
- Increased the marketing departments efficiency and workload by over 50% by building and implementing a marketing request process and reorganizing the department into specialty areas with cross training – with the ancillary benefits of project transparency, competency and collaboration.

## **Marketing Manager, Online & Distribution Services** (2006–2007)

Developed and managed all e-marketing strategies inclusive of website development and maintenance including organic search engine optimization strategies, online lead generation and conversion strategies, web analytics via Omniture SiteCatalyst and company-wide search engine paid placement program.

- Increased qualified sales leads by 76% with paid placement advertising averaging 250 qualified lead conversions per week.
- Optimized and maintained the “Our Services” website copy for high page rank on major search engines, which consistently ranks at the top of page one for every major search term in its industry.
- Devised and implemented tools and procedures to track marketing tactics for both online and off such as unique/vanity phone numbers with reporting capabilities, online contact submission forms, and implementation of Google, Yahoo! and Omniture SiteCatalyst coding on all relevant pages and/or email campaigns and unique landing pages.

## **National CineMedia, Inc., Centennial, CO**

2004 – 2006

NCM grosses \$331.9 million in annual revenue. Operating the largest digital in-theatre network in North America, NCM produces and distributes its FirstLook pre-feature program, cinema and lobby advertising products, comprehensive meeting and event services, and other entertainment programming content.

## **Marketing Manager, CineMeetings & Events** (2006–2006)

Developed and maintained collateral, eNewsletter, website, promotional landing pages, e-Marketing strategies inclusive of paid placement program in all major search engines and lead reporting analysis via Salesforce CRM platform.

- Built new website in collaboration with two other divisions as a business-to-business lead generation sales and marketing tool.

# RACHAEL J. COOK

MARKETING PROFESSIONAL

DENVER, CO

(M) 917.880.2672

RACHAELJCOOK@GMAIL.COM

WWW.RACHAELJCOOK.COM

---

- Increased subscription base from ground up to 1,500 subscribers within three publications by producing and operating as chief editor of monthly e-newsletter “Faith & Insight: Theater Worship Solutions.”
- Developed new marketing tools, including company overview, white papers, rate card, case studies, direct-mail pieces, DVD promotional piece, HTML email development for email blasts and provided leadership in media kit design.
- Generated a 118% increase from previous year by planning and implementing all trade show and lead generation events.

## **Marketing Manager, Fathom Events (2005–2005)**

Advanced sales for in-theater entertainment to consumers for events simulcast throughout the U.S. by creating and implementing event specific integrated marketing campaigns in coordination with event partners.

- Created and executed integrated tactical marketing campaigns increasing ticket sales, by way of website and landing page management, search engine marketing campaigns, 30 and 60 second broadcast ad development, banner ad creation and placement and email marketing.
- Increased house database by 40,000 email addresses within six months.
- Coordinated market research and customer segmentation studies.
- Lead the creative development of collateral production and distribution.

## **Associate Marketing Manager, Fathom Events (2004–2005)**

Assisted in advancing sales for in-theatre events and devised, researched and developed case studies for new business development ventures including background, trends, market research implementation and devised proposed marketing strategies for new ventures.

- Recognized by executives as key contributor in new business development venture initiatives.
- Liaised with sponsorship partners and advertising agency overseeing and managing all marketing and advertising ventures for multiple and ongoing business development assignments.

## **Abacus Direct Corporation, Broomfield, CO**

2000 - 2000

Abacus Direct is a subsidiary of Epsilon Data Management, grossing an annual \$49.7 million in revenue. Operating as a data and research provider to the direct marketing industry, Abacus Direct manages the proprietary transactional database of behavioral data from catalog, retail, business to business, e-commerce, and publishing markets.

## **Marketing Coordinator, Business-to-Business Services**

Produced and maintained a multitude of sales tools such as sales deck, sales proposals and collateral as well as research and gathered qualified sales leads to pass on to account managers.

- Developed weekly market feedback mechanisms and kept senior officers fully apprised of new trends and issues affecting the industry on a global basis.
- Created and designed sales support tools such as product information guides.
- Collaborated in arranging events, including meetings with senior executives of Fortune 500 Companies.

## **Freelance, Colorado Based Clientèle**

### **Marketing Consultant and Graphic Designer**

1995–Present

Worked with a host of clients on a variety of projects from the creation of promotional pieces and development and implementation of integrated marketing campaigns to graphic design of wedding announcements and restaurant logos.

# RACHAEL J. COOK

MARKETING PROFESSIONAL

DENVER, CO

(M) 917.880.2672

RACHAELJCOOK@GMAIL.COM

WWW.RACHAELJCOOK.COM

---

- LibertyID: Identity Theft Restoration and Recovery. Developed prospect and customer drip nurturing strategy inclusive of content development strategy. Developed and executed affinity marketing programs with various partners.
- Designed the cover and organized the contents of the 2010 Colorado Technology Association Member Directory (Colorado Technology Association).
- Developed strategy, Website wireframes and content for “TFT University,” a lead generation and customer retention online knowledge center (The Fuel Team).
- Worked with Real Estate Brokers and Associates to develop lead generation campaigns using direct mail tactics including newsletter templates, postcards, letterhead creation and advertising placement and design. (Re/Max Evergreen and Genesee)
- Designed logo for new restaurant, 8 Island Hawaiian BBQ located in Boulder, CO. (8 Island Hawaiian BBQ)
- Designed various wedding invitations such as “Save the Date” notices and elaborate wedding invitations.

## ADDITIONAL PROFESSIONAL EXPERIENCE

### Joyce Sterling, University of Denver College of Law, Denver, Colorado

*Researcher and Analyst (Studies: Gender Penalties and After the J.D.)*

8/03–11/03

Analyzed and wrote in-depth and summary opinions based on transcripts used in professional and academic studies, Gender Penalties and After the J.D, and designed and coordinated the printing of pre-studies for use in pre-publication presentations at the Colorado Women’s Board Association, law firms and other organizations.

### University of Denver Student Law Office, Denver, Colorado

*Civil Clinic Student Attorney*

8/02–1/03

Represented clients in forcible entry and detainer actions – drafted and argued pretrial motions, including successful motion for waiver of eviction bond. Represented client in administrative hearings with Arvada Section 8 Housing Authority and successfully appealed administrative decision to reinstate clients’ housing benefits.

### Presiding Disciplinary Judge, Supreme Court of Colorado

*Clerkship with Judge Roger L. Keithley*

Summer, 2001

Researched and wrote draft opinion adopted by Judge Roger L. Keithley.

## EDUCATION

### University of Denver Sturm College of Law, Denver, Colorado

- J.D., May 2003

### University of San Diego Law School, Florence, Italy

- Certificate of Completion, July 2002

### Colorado State University, Fort Collins, Colorado

- B.A., Technical Journalism & Communications with News-Editorial Concentration, May 1999
- B.A., Graphic Design, May 1999
- Daily Newspaper Graphics Editor

## SPECIALTY TRAINING

- SiteCatalyst User Training
- SiteCatalyst Advanced User Training
- Eloqua B2B Masters Certification (Q4 2015)
- Discover 2 Training
- SiteCatalyst Advanced Implementation

# RACHAEL J. COOK

MARKETING PROFESSIONAL

DENVER, CO

(M) 917.880.2672

RACHAELJCOOK@GMAIL.COM

WWW.RACHAELJCOOK.COM

---

## SOFTWARE/APPLICATION TECHNICAL EXPERIENCE

- Adobe Acrobat Prof.
- Adobe Illustrator (CS6)
- Adobe InDesign (CS6)
- Adobe Photoshop (CS6)
- Microsoft Entourage
- Microsoft Excel
- Microsoft Publisher
- Microsoft Outlook
- Microsoft PowerPoint
- Microsoft SharePoint
- Microsoft Word
- Omniture SiteCatalyst
- Google AdWords
- Yahoo! Search
- CRM Platforms (Salesforce & Sugar)
- CMS Platforms (Various)
- Marketing Automation (Pardot & Eloqua)
- Constant Contact