

# RACHEL JOURDAN HAYE

Nashville, TN ♦ [rachel@jourdanhayecom](mailto:rachel@jourdanhayecom) ♦ (847) 224-7614 ♦ [linkedin.com/in/racheljourdanhayecom](https://www.linkedin.com/in/racheljourdanhayecom) ♦ [behance.net/racheljourdanhayecom](https://www.behance.net/racheljourdanhayecom)

## Senior Marketing Manager

Rachel Jourdan Haye is an accomplished and agile senior marketing professional. She has 15 years of experience leading B2B and B2C marketing efforts in the fitness equipment, consumer tech, and disaster restoration industries. Known as an expert in brand development, digital and email marketing, content creation, print, and digital design, Rachel is creative and innovative. She has a constant drive to learn new skills and a track record of creating stronger market presences for the companies she has worked for. She is highly praised for her problem-solving skills, her ability to meet deadlines, and producing high-quality work while managing multiple complex projects in fast-paced environments.

## Core Competencies

- ◆ Brand Development
- ◆ Content Development
- ◆ Vendor
- ◆ Print & Digital Design
- ◆ Digital Marketing
- ◆ Process & Data Analysis
- ◆ Email Marketing
- ◆ Marketing Strategy
- ◆ Social Media Management

## Professional Experience

### Communication & Design Manager, Legend Fitness, Knoxville, TN (May 2016 to Present)

- ◆ Utilized Hubspot (CRM) for workflow building, list creation and contact management, form creation, email creation and deployment.
- ◆ Developed strategy to better target contacts and properly assign Hubspot leads to salespeople.
- ◆ Built business case, go-to-market strategy, pricing/time-to-profit analysis, and product offering for Legend Fitness apparel store.
- ◆ Created email marketing schedule, wrote content, managed deployment, and analyzed send results. Website traffic from email campaigns increased 16% from 2017 to 2018.
- ◆ Redesigned print catalog, including graphics, layout, and written content. Added strategic communication for upsell opportunities while maintaining previous edition's page count and budget.
- ◆ Wrote web articles and created coordinating graphics adding evergreen content to site that was usable across social media and other marketing efforts.
- ◆ Established first corporate Branding Guide, setting guidelines for Legend Fitness logo use, colors, and fonts.
- ◆ Led initiative to update sales collateral, print, and digital ads to align with new brand identity and key market segments.
- ◆ Led efforts to introduce interactive digital design tools at industry trade shows, including developing graphics for kiosks.
- ◆ Developed equipment mockup template showcasing customization options for customers, including professional and collegiate athletic teams.
- ◆ Maintained and optimized extensive product catalog on website, building SEO and creating consistency across product listings.
- ◆ Managed junior design staff, outlining projects, managing timeline, and critiquing work as needed.
- ◆ Led art direction and talent acquisition for photo and video shoots with professional athletes.

### Creative Marketing Manager, VisionTek Products, LLC, Schaumburg, IL (May 2013 to May 2016)

- ◆ Created logo, packaging, and promotional materials, for the CryoVenom R9 290 graphics card, winner of the 2014 American Business Awards Gold Stevie®.
- ◆ Managed the design and maintenance of a new eCommerce website, generating an additional 10% revenue growth per year starting in 2014.
- ◆ Managed product photography and editing process.
- ◆ Designed new packaging and worked with production line to streamline existing packaging and processes. Updated packaging saved time during packout and had better on-shelf presence.
- ◆ As part of Product Development Team, new product was evaluated for market identification, placement in product portfolio, and fit within brand mission.
- ◆ Developed new product launch process, assigning specific key tasks to various departments, to expedite deliverables and standardize release of new products.
- ◆ Maintained social media presence and wrote press releases as needed.
- ◆ Designed sales literature, images for social media, and web-based promotional banners to drive sales across various markets.
- ◆ Built first corporate branding guide to ensure proper brand representation in the marketplace and continuity across product lines.

- ◆ Wrote and directed video content and served as the on-camera personality to showcase new product.

### **Freelance Marketing & Design, Various Clients (May 2004 to Present)**

- ◆ Logo design for bloggers and clients in the beauty industry, packaging industry, law enforcement, and property restoration.
- ◆ Brand development for bloggers and clients in property restoration.
- ◆ Business card creation for clients in the beauty, property restoration, and toy industries.
- ◆ Website development and sales collateral for bloggers and clients in the packaging and property restoration industries.
- ◆ Trade show signage for clients in the property restoration industry.

### **Blogger, Suburban Style Challenge, Hoffman Estates, IL (Aug 2011 to May 2016)**

- ◆ Developed brand, logo, business cards, and social media imagery.
- ◆ Authored original, style-focused content.
- ◆ Developed and nurtured marketing relationships with various fashion brands for product reviews and event coverage.
- ◆ Photographed outfits, events, and product to present.
- ◆ Collaborated with photographers to create lookbooks showcasing outfits.
- ◆ Produced original DIY projects with step-by-step instructions and photographs.

### **Franchise Marketing Manager, DKI Ventures, Elk Grove Village, IL (May 2006 to May 2013)**

- ◆ Was the driving force behind a complete rebrand of the company in 2007. Developed brand standards guide to drive proper internal and external use of new logo.
- ◆ Created sales literature, newsletters, websites, and business cards for domestic and international locations.
- ◆ Rebranded Insights, the company-owned, industry-leading property restoration trade show. Maintained website, created show signage, and developed literature for event.
- ◆ Designed initial DKI Branded Member logo and usage standards for franchisees. Assisted in developing Branded Member program.
- ◆ Developed in-house marketing agency to serve as a resource for domestic and international franchisees. Offered pre-designed and custom marketing collateral.

### **Assistant Web Designer, Collections Etc., Elk Grove Village, IL (June 2004 to May 2006)**

- ◆ Took over responsibilities of Head Web Designer during transition (Nov 2004 to Jan 2005).
- ◆ Created and implemented an email tier system, used for email promotion scheduling.
- ◆ Managed promotional email design, internal email previews, and email deployment setup.

### **Intern, Donahoe Purohit Miller, Chicago, IL (Jun to Aug 2003)**

- ◆ Redesigned employee handbook and other corporate literature to better align with agency brand and overall vision.
- ◆ Worked with a team to compile and design a digital media guide.
- ◆ Performed competitive analysis for select agency clients in the pharmaceutical industry.

### **Sales Team Lead Assistant, AAA Radio, Peoria, IL (Sept to Dec 2002 & Sept to Oct 2003)**

- ◆ Checked confirmation forms against orders to ensure radio spots were running correctly.
- ◆ Incorporated newly acquired station into existing sales literature.
- ◆ Assembled database of customers to aid in promoting sales events.
- ◆ Filled supervisor's role during medical leave.

## **Education**

### **Bachelor of Science in Communication, Bradley University, Peoria, IL (2004)**

- ◆ Made the Dean's List in Spring 2002
- ◆ Member of the BU Media Society
- ◆ Initiated into Sigma Delta Tau in Spring 2001

## **Technical Proficiencies**

- ◆ **Design:** Photoshop; InDesign; Illustrator
- ◆ **CRM & Marketing Automation:** Hubspot
- ◆ **Web Design & CMS:** Wordpress; Joomla; Dreamweaver; HTML
- ◆ **Other:** Windows & Mac OS; Word, Excel & Powerpoint (plus Google & Mac Equivalents)