

# Rachel A. Dotson

racheladotson@gmail.com • (734) 845.7197 • Los Angeles • [rachela.online](http://rachela.online)

---

## WORK EXPERIENCE

---

### Director of Consumer Communications at [Honey](#) (9/2017 - Present)

- Spearheading start-to-finish go-to-market strategies for 2018 international and mobile launches
- Work with product and design to test and improve critical points in the Honey experience, including user onboarding, ongoing user education and engagement, and win-back opportunities
- Serve as in-house copywriter and editor, churning out everything from high-value landing pages to B2B sales enablement collateral to in-product UX copy
- Lead consumer insights initiatives like NPS, social listening, and support ticket analysis to influence product, marketing, and paid acquisition strategy
- Identify critical bugs, work with engineering on resolutions, and work with customer experience and comms teams to best position issues to users
- Onboarded and led PR agency; provide pitches, storylines, seasonal and ongoing data points, and more to equip the agency with ample outreach ammo; held agency accountable for deliverables and KPIs
- Took on the customer experience department and attained the highest performance across KPIs even during the highest volume months; continue to refine process and key touch points to enhance user experience
- Served as project manager to launch Honey's blog, including frontend and backend considerations; set initial content purview based on high-level goals and oversaw writers to get content out the door weekly
- Outlined comprehensive CRM plan to boost acquisition, retention, and LTV at all stages of the consumer lifecycle; created 7-step email drip campaign to increase signup-to-install rates and unlock mobile opportunities
- Outlined detailed opportunities for content campaigns with high brand fit and propensity for virality

### Product Marketing Manager at [Honey](#) (5/2017 - 9/2017)

- Co-led efforts with the Creative Director to establish the first-ever Honey brand guide; independently created style and messaging guides to streamline and improve all B2B and B2C touch points
- Crafted new concepts and copy for an overhaul of cross-channel advertisements, resulting in expanded reach and acquisition across new demographics and audiences
- Utilized PR, email, in-product education, and more to successfully take two key products to market and gain widespread user adoption

### Marketing Manager at [AlzCare Labs](#) (4/2017 - 5/2017)

- Outlined initial go-to-market and general marketing strategies; audited site and existing product and made recommendations for enhanced messaging, user experience, and acquisition opportunities

### Marketing Manager at [SaneBox](#) (3/2015 - 1/2017)

- Joined SaneBox with the purpose of growing user acquisition via paid and organic channels
- Wireframed and wrote copy for ongoing homepage and buy page A/B tests, and for one-off landing pages
- Generated content for all phases of the buying cycle, including nudge and onboarding emails, blog posts, ebooks, and infographics; created resources hub to house content, and to boost discoverability and time on site
- Authored opt-in online course to capture email and generate new signups; tested subject lines and copy in 15-day automated email sequence to reach 60-80% open rates and 35-66% CTRs after 25K+ sends
- Capitalized on high-converting SEO traffic through the optimization, creation, and discoverability of content; attained a 31% lift in SEO free trials and a 24% lift in paid conversions from Q4 2015 to Q4 2016
- Managed strategy and execution of paid campaigns in Adwords, Twitter, LinkedIn, Quantcast, and Outbrain; analyzed data to cut low-performing channels and scale high-performing campaigns

- Assisted with aggressively creating and scaling Facebook ad campaigns; successfully grew to lowest CPA in company history while doubling month-over-month spend
- Managed PR agency and conducted in-house efforts to obtain mentions, reviews, and interviews in tier one and tier two publications; queried internal data to create talking points for PR outreach; revamped press kit
- Drove sign-ups, retention, and brand image through proactive social media monitoring

#### **Writer, Editor, and Marketer at [DIGS](#) (9/2014 - 3/2015)**

- Joined luxury real estate magazine and worked with the CEO to forge a new digital direction for the DIGS brand and its key advertisers' brands
- Wrote weekly print editorial for DIGS, and owned all editorial for new bimonthly magazine for our largest client
- Thoroughly proofed 120 pages of magazine editorial and client ads weekly under tight deadlines
- Published print editorial via Wordpress, optimized for SEO, and distributed through email and social channels
- Managed 8–10 clients' social and blogging initiatives, including weekly editorial calendars and reporting

#### **Freelance Writer and Marketing Consultant (Part-time) (1/2014 - 9/2014)**

- Co-developed business and marketing plans for a now-launched seasonal landscaping company; select responsibilities included market research, basic financial projections, license and legal inquiries, and ideation of online and offline low-budget marketing strategies
- Created and began the implementation of PR and social media launch plans for a new NPSL soccer team
- Authored and edited website, blog, and social media copy for SMBs in wide-ranging verticals

#### **Content and Community Manager at [ZipRecruiter](#) (10/2011 - 11/2013)**

- Became the first marketing and public relations hire at a promising young startup that has since raised \$63M and grown to 500 employees; reported directly to the CEO and his cofounders
- Assumed control of the company blog and successfully grew organic pageviews from <100 to 55K+ monthly; optimized the blog for SEO and conversions, attaining a 35% click-to-conversion rate from blog traffic
- Secured regular tier one and tier two media mentions and links, and wrote and distributed press releases
- Owned third-party paid and co-marketing initiatives with industry leaders; wrote sponsored blog posts and email sends for lists ranging from 35K to 200K+, and analyzed performance data to determine subsequent strategy

#### **Communications Specialist at [JusCollege](#) (12/2010 - 11/2011)**

- Worked with the CEO to develop and implement the initial communications strategy for a new college marketplace with the goal of becoming the "one-stop-shop for everything college"
- Spearheaded company blog, authored and distributed press releases, owned email marketing, assisted in organizing promotional events, and steadily grew social media following and engagement
- Sold restaurant owners and managers on not-yet-launched online ordering system for college students

#### **Corps Member and Teacher at [Teach For America](#) (7/2008 - 9/2010)**

- Selected as part of 15% of 25,000 applicants to serve in highly acclaimed national service corps
- Analyzed student performance data to develop and implement differentiated, rigorous curriculum at a startup charter middle school in South Los Angeles
- Worked with students and families to facilitate increased enrichment inside and outside of the classroom

#### **Editor-in-Chief of [The Alma College Newspaper](#) (4/2006 - 4/2008)**

- Recruited, hired, and trained 20+ staff members to compile weekly campus newspaper
- Supervised and approved all layout, copy, and content while authoring articles and adhering to strict deadlines
- Created and oversaw \$50K+ budget, closed ad leads, and coordinated weekly printing and distribution

---

## EDUCATION

---

### **M.A. from [Loyola Marymount University](#) (7/2008 - 5/2010)**

- Attained an M.A. in Urban Education, Educational Policy and Administration, under the Teach For America–Loyola Marymount University partnership
- Completed year-long research for master's thesis, *Perspectives on High School Graduation and College Attendance: An Ethnographic Study of Sixth Grade Students at a College-Focused Urban Charter Middle School*

### **B.A. from [Alma College](#) (8/2004 - 4/2008)**

- Attained a dual B.A. in Communication Studies and Political Science
- Completed internships for U.S. Senator Carl Levin and multicultural advertising agency GlobalHue
- Inducted into national honoraries for communication studies, political science, and leadership
- Four-year soccer letter and class secretary; three-year winner of highest delegate honors in International Model United Nations; appointed by the college president to serve on the school's Strategy and Planning Council
- Awarded Posey Global Leadership Fellowship to volunteer at an orphanage in Tijuana for infants with diseases