

# Rae Akinsanya

## Digital Marketer

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🌐 <https://raeakinsanya.journoportfolio.com/>

## Experience

- **Senior Campaign Manager, Americas | Bloomreach | B2B E-Commerce SaaS** *Apr 2023 - present*
  - Manage a \$500k annual budget and create programs for enterprise companies across 2 product pillars.
  - Work with Product Marketing to execute messaging across all materials and campaigns.
  - Collaborate with Design, Content, Email, Paid Media, and Revenue teams to execute brand-compliant campaigns resulting in \$1M+ in sourced and \$27M+ in influenced pipeline.
- **Vertical Marketing Specialist | Bloomreach | B2B E-Commerce SaaS** *Jan 2022 - Apr 2023*
  - Managed global 1:1 ABM campaigns for various industries resulting in \$6.1M in pipeline in my first year at Bloomreach.
  - Executed vertical campaign elements including webinars, landing pages, in-person events, direct mailers, and paid media.
- **Assistant Marketing Manager | LiquiGlide | Frictionless Technology** *Aug 2021 - Jan 2022*
  - Conduct primary and secondary market research including organizing and leading focus groups, to analyze and present notable data.
  - Manage the design and content of the corporate website in coordination with the web development vendor.
  - Manage deliverables from PR and Video firms to ensure the execution of the COO, CMO, and CEO's vision.
- **Marketing Associate | LiquiGlide | Frictionless Technology** *Oct 2020 - Aug 2021*
  - Relaunched the company and announced a partnership with Colgate in April 2021.
  - Managed the vetting and selection of PR and Video Firms through the RFP process.
  - Transitioned the company from Salesforce to HubSpot and trained applicable employees.
- **Junior Strategy and Activation Associate | Mavrck | Influencer Marketing** *Feb 2020 - Sep 2020*
  - Produced one blog a week around influencer marketing, social media, or technology news, trends, and tips.
  - Wrote Subject to Change Newsletter weekly.
  - Manage influencer communications for brands, such as Express, to better execute influencer campaigns.
  - Report on Paid Media, PR prominence, and results of A/B tests.
- **Marketing Intern | Mavrck | Influencer Marketing** *Sep 2019 - Dec 2019*
- **Media Manager and Analyst | Bloom Consulting | City and Nation Branding** *Jan 2019 - Jun 2019*
- **Business Development and Marketing | LiquiGlide | Frictionless Technology** *Jul 2017 - Dec 2017*

## Education

- **M.S. International Management | Northeastern University**
- **B.S. International Business | Northeastern University**
  - Marketing Concentration
  - Minors in Spanish and Communications

## Skills

- Hubspot
- Salesforce
- Reachdesk
- Plannuh (Planful)
- Paid Media Monitoring
- Briefing
- Project Management
- Content Writing and Creation
- Adobe Premiere Pro
- Avid Media Composer
- Adobe Illustrator
- Adobe Lightroom
- Vendor Sourcing
- Budget Management
- Campaign Management
- Virtual Event Planning