

# RACHEL LEDUC

## CONTENT MARKETING MANAGER

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### PROFESSIONAL SUMMARY

Transformational marketing leader with 15+ years of experience in B2B and B2C marketing. Proven ability to create content and execute successful marketing campaigns that generate sales, drive leads, and increase brand awareness. Expertise in all forms of digital and content marketing, including advertising, OTT, email, and event marketing.

Full Lifecycle Marketing	Audience Segmentation	Project Management	Team Building & Coaching
Content Marketing	Content Development	Content Keywording	Website Development
Email Marketing	Critical & Strategic Thinking	SEM, SEO, PPC	CRM Management

### WORK EXPERIENCE

#### SEO & Digital Content Manager | CPI Security | Charlotte, NC November 2024 – Present

- Wrote and developed outbound lead generation strategies that increased sales by 10%
- Met and exceeded SEO target metrics and performance by 14% with consistent keyword rankings in top 10.
- Worked with UX/UI designers to create content and optimization for new website, led to 120% increase in visibility.
- Incorporated AI technology to brainstorm, refine and accelerate work while applying critical thinking to final output.
- Segmented customers and leads using personas and implemented A/B testing on website and email.
- Responsible for all content across website development, email, paid social, and special projects for COO.
- Implemented technical SEO roadmap planning process and converted strategies into a single SEO strategy.

#### Marketing Manager | Family Trust Federal Credit Union | Rock Hill, SC November 2023 – Nov 2024

- Spearheaded targeted loan campaign that brought in 4 million in revenue in Q4 2023.
- Segmented members & implemented targeted email & SMS campaigns that increased revenue by 10%
- Rebranded and streamlined monthly newsletter content to align with current campaigns and advertisements.
- Developed crisis communications plan and coordinated PR efforts for events and announcements.
- Managed external agency partners and brought a \$60,000 reduction in cost through contract negotiation.
- Wrote and developed content for newsletters, emails, campaigns, paid and organic social.
- Managed \$1.3M advertising budget and \$100,000 in charitable donations and sponsorships.
- Coached and led marketing team to meet and exceed department goals.

#### Marketing Manager | Key Benefit Administrators | Remote July 2020 – October 2023

- Achieved a 15% increase in email & SMS open rates through segmentation and personalized marketing strategies.
- Drove a 30% increase in brand awareness and customer engagement by creating over 50 marketing collateral pieces.
- Secured a 20% increase in sales by managing a team to create multiple advertising campaigns per year.
- Generated 25% growth in market share by coordinating the launch of 5 new insurance products.
- Led A/B market testing to define client personas and target campaigns effectively.
- Responsible for all internal and external communications, including PR, crisis and events.
- Worked cross functionally with IT to develop custom CRM capability with our marketing platform and database tie-in.
- Steered several simultaneous multi-channel campaigns across 4 distinct divisions.
- Mentored the marketing team towards consistent goals and surpassing achievements.

## WORK EXPERIENCE CONTINUED

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**Content Manager** | ImagineSoftware | Charlotte, NC

June 2019 – May 2020

- Collaborated with ad specialists to enhance SEO and SEM for targeted client engagement.
- Constructed engaging social content and comprehensive content calendars effectively.
- Led a client insight research project, fostering tech innovations within the firm.
- Maintained uniform brand standards across all marketing materials for consistency.
- Orchestrated a client insight research project aimed at driving technological innovation, boosting organizational growth, and positioning the company with a competitive advantage.

**Content Project Manager (Contract)** | Compass Group | Charlotte, NC

October 2018 – June 2019

- Achieved \$10M in business within 6 months via a comprehensive RFP process in education.
- Drove flawless execution of major conventions and sales events as an event planner.
- Strategized meticulously and developed comprehensive financial and capability content for corporate-wide RFP responses, significantly enhancing overall effectiveness.
- Collaborated with designers and stakeholders to uphold brand consistency for a unified image.
- Generated email marketing campaigns via strategic segmentation to increase engagement.

**Marketing Specialist** | Robert Half | Charlotte, NC

May 2014 – April 2018

- Guided a new office build-out project for startup. Delivered project 2 weeks ahead of schedule and \$20,000 under budget by \$20,000.
- Crafted compelling whitepaper content on new tax laws, reaching over 10,000 clients.
- Created, edited and distributed a monthly marketing newsletter to over 500 employees.
- Maintained brand standards across presentations, print materials, and publications.
- Orchestrated numerous national sales meetings and tradeshow as the primary contact.

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## EDUCATION

Juris Doctor | Purdue Global University, West Lafayette, IN

2027

\*part-time, online program focused on compliance and contracts to complement marketing & cost reduction

Master of Science | Communications | Purdue University, West Lafayette, IN

2022

Bachelor of Arts | Counseling Psychology | Life Pacific University, San Dimas, CA

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## TECHNICAL SKILLS

Hubspot	Customer IO	Adobe Suite	Figma
Wordpress	SF Marketing Cloud	Microsoft Office Suite	Marketo
Google Analytics	SEMRush	Google Docs	Monday, Trello, Planner

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## PROFESSIONAL DEVELOPMENT

Leadership Development Program Graduate | Key Family of Companies

Indianapolis, IN | 2023

Content and Social Media Certification | Hubspot

Cambridge, MA | 2023

English as a Second Language Teaching Certificate | TESOL International

Alexandria, VA | 2020