

Rachel D. Hislop

Linkedin.com/in/racheldhislop | Nashville, TN | racheldhislop.com | (615) 517-2887 | racheldhislop@gmail.com

Executive Marketing & Brand Leadership

Communications | PR | Storytelling | Brand | OmniChannel Marketing | Corporate Responsibility

Award-winning executive with 15+ years of experience scaling national brands, managing multimillion-dollar P&L accountability, and leading high-performing teams across insurance, financial services, and retail. Recognized as a *Nashville Business Journal 40 Under 40* honoree, I bring a proven track record of accelerating revenue growth, orchestrating cultural transformation, and positioning organizations for investor confidence and strategic exits. Experienced in managing budgets from \$250K to \$32M, consistently delivering ROI discipline while driving sustainable growth. My passion is building brands from the inside out — aligning culture, purpose, and employee advocacy with customer experience to create lasting growth. Trusted by boards, investors, and private equity partners to craft enterprise strategies that balance profitability, brand equity, and culture. Known for curiosity, resilience, and creative problem-solving, I operationalize digital, AI, and data-driven innovations to deliver measurable business outcomes. Experienced across regulated and high-growth environments (insurance, fintech, B2B/B2B2C), with playbooks transferable across industries.

CAREER IMPACT HIGHLIGHTS

- Delivered **2,150% brand awareness growth** at Envela Insurance; scaled into 6 states with **\$1.2M premium revenue** and **1,100% ROMI**, with 80% of producers meeting pro forma within 6 months.
- Directed marketing budgets ranging from **\$250K to \$32M**, consistently balancing ROI discipline with growth.
- Operationalized **AI, CRM, and segmentation models**, reducing CAC by **25%** and improving producer retention.
- Improved NPS/customer satisfaction from **2.0 → 4.8 (+140%)** at Acceptance Insurance, directly tied to **\$10M+ in retained premium revenue**.
- Achieved **+468% social engagement lift** through ambassador campaigns; reduced ad spend **20%** (~\$100K annual savings) while quotes increased 11%.
- Built an integrated **CSR & cause-marketing platform** (EmpowHER ERG, Heisman Trust, Eddie George, **\$150K+** community giving).
- Produced **75+ TV/radio ads, 2,000+ community activations, and \$3M sponsorships** at Direct Auto, rivaling Fortune 500 brand visibility.
- Launched multi-variable testing (MVT) and A/B pilots across campaigns, driving **25%+ conversion gains** and ROI exceeding **400%** on top-performing programs.

CORE STRENGTHS

- **Growth & Expansion** — Driving double-digit growth through acquisition, ROI optimization, and scalable models.
- **Board & Executive Partner** — Advising boards and executives on strategy, valuation, and brand.
- **Brand & Culture Transformation** — Building brands from the inside out by aligning purpose, people, and customer experience.
- **Creative Leadership & Production** — Leading multimillion-dollar campaigns, national sponsorships, and 360° creative production across TV, direct mail, radio, digital, OOH, and live events.
- **AI Marketing & Customer Value** — Embedding AI, analytics, and automation to optimize campaigns, elevate NPS/CLV, and strengthen retention.

HONORS & AWARDS

- **Nashville Business Journal 40 Under 40 (2022)** — leadership in growth, culture, transformation
- **Marketing Department of the Year – Business Intelligence Group (2023)** — innovation and measurable impact
- **Forbes Best Midsize Employer (2021)** — national recognition for employer brand excellence
- **Forbes Culture & Innovation (2021)** — brand transformation and customer advocacy
- **Forbes America's Best Employers (2022)** — cultural transformation and advocacy at Acceptance Insurance
- **Heisman High School Scholarship (2021–2023)** — presenting sponsor with the Heisman Trust
- **Eddie George Partnership (2021)** — national campaigns, sweepstakes, and **\$25K school donation**

ENVELA INSURANCE | NASHVILLE, TN

JUNE 2024 – PRESENT

Tech-enabled insurance distribution platform, scaling across six states with a producer-first model

Chief Marketing Officer

Driving national marketing and engagement strategy to scale brand visibility, producer recruitment, and community impact.

- Delivered **2,150% brand awareness growth**, achieving an **A- BBB rating** and a **5-star reputation**.
- Designed **domestic market-entry playbook**, scaling across 6 states in 12 months with 80% of producers hitting targets in under 6 months.
- Built a **Brand Ambassador program**, boosting employee advocacy by **30%**.
- Integrated **AI, CRM, and segmentation models**, cutting **CAC by 25%** while raising retention.
- Directed multi-agency partnerships (creative, PR, media), reducing spend by **15%** while improving effectiveness.
- Focused on **capital efficiency and resource allocation** to drive national visibility.

BENCAP AMERICA | NASHVILLE, TN

JAN 2024 – PRESENT

Supplemental benefits startup backed by Lockton and Voya

Fractional Chief Marketing Officer

Strengthening brand presence and investor confidence for a supplemental benefits startup.

- Launched company website, driving **+40% organic traffic in 30 days**.
- Designed brand platform, lifting awareness **15% in 90 days**.
- Grew digital following **150%** with **75% engagement lift**.
- Partnered with investors and leadership to strengthen **valuation narrative and growth credibility**.
- Guided early-stage leadership on **cost-efficient marketing investments**.

RDH CONSULTING, LLC | NASHVILLE, TN

JAN 2024 – PRESENT

Brand strategy consultancy for executives and high-growth companies

Founder & Principal Consultant

Partner with executives and entrepreneurs to deliver branding, growth, and personal brand strategy.

- Delivered **32% client revenue growth** in year one via integrated marketing programs.
- Increased executive LinkedIn visibility **60%+**, driving **3–5x engagement**.
- Raised organic traffic **25%**; improved lead quality **15%** with SEO/content programs.
- Advised clients on test-and-learn frameworks, producing **ROI up to 400%**.
- Helped clients **prioritize \$100K–\$2M budgets** for scalable growth.

National omnichannel P&C insurance carrier and agency with 350+ retail locations

Vice President of Marketing and Brand Innovation

Led enterprise-wide brand innovation, CSR, and marketing transformation during a period of cultural shift and growth.

- Elevated customer satisfaction **+140%** (2.0 → 4.8 stars), driving **\$10M+** retained premiums annually.
- Drove recognition: Forbes Best Employers, Culture & Innovation awards.
- Reduced ad spend by **20%** (~\$100K savings) while quotes increased **11%**.
- Increased social engagement **+468%**; ratings rose **37%**
- Directed **\$500K+** annual marketing budget, balancing national campaigns with local activations.

ADVANCE FINANCIAL | NASHVILLE, TN

JAN 2019 – JAN 2020

Fintech and financial services provider with international lending operations

Director of Digital Acquisition, Product, and Marketing

Directed global teams to ideate and execute multimedia campaigns.

- Boosted conversions **27%**; cut PPC costs **13%** (~\$100K annual savings).
- Led Salesforce adoption, improving opt-ins by **40%** and wallet share by **25%**.
- Integrated CRM and first-party data for personalized lifecycle engagement.
- Accountable for **\$1M+** digital marketing budget, including PPC, SEO, and content.

NXG STRATEGIES | FRANKLIN, TN

AUG 2017 – JAN 2019

Identity protection and fraud-response firm serving financial institutions, insurers, and their customers

Director of Marketing and Communications

Revitalized brand architecture, implemented digital strategy, and restructured budgets for efficiency.

- Doubled inbound traffic via **SEO/content**; positioned the company as a thought leader.
- Revitalized PR into storytelling; earned the **Williamson Business Leadership Award**.
- Built **B2B2C** partner content to expand financial/insurance pipelines.
- Managed **\$250K** annual marketing budget, maximizing efficiency through **CMS** and **SEO**.

DIRECT AUTO INSURANCE, AN ALLSTATE COMPANY | NASHVILLE, TN

FEB 2008 – AUG 2017

National auto insurer with retail footprint, focused on value-driven, multicultural, omnichannel customers

Marketing & Creative Director (Mar 2015 – Aug 2017)

Led a 7-person team and managed a \$32M budget, contributing to profitability turnaround.

- Managed **\$32M annual marketing budget** and 7-person team.
- Directed **75+ TV and 75+ radio ads** in English & Spanish.
- Activated **2,000+ local events** and **\$3M national sponsorships**.
- Launched **multicultural omnichannel campaigns**, lifting unique visitors **30% YoY**.
- Contributed to enterprise profitability turnaround, restoring **\$50M+ in enterprise value**.

THOUGHT LEADERSHIP

- **REPUTATION.COM | CONTRIBUTOR, 2023**
"Elevating Online Brand Reputation"
- **MARTECH OUTLOOK | AUTHOR, 2023**
"Building a Resilient Brand in the Digital Era"
- **TRUEWEST PODCAST | GUEST, 2023**
Rachel Stein Hislop Episode 16
- **SPEAKER, CLUB CMO SESSION 2023** —
Innovating in a Post-COVID World

EDUCATION

BACHELOR OF ARTS - PUBLIC RELATIONS
 State University of New York at Oswego

COMMUNITY LEADERSHIP & BOARD ENGAGEMENT

- **Board Member**, Middle Tennessee Scouting Council — advancing diversity in scouting
- **Lead**, CMO Cares philanthropy
- **Ambassador**, American Cancer Society