

Rachel D. Hislop

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Marketing Executive

CHIEF MARKETING OFFICER | VP, CORPORATE COMMUNICATIONS AND PR | VICE PRESIDENT, MARKETING

Dynamic, results-oriented Senior Marketing Leader and Strategist renowned for inspiring teams and driving impactful multi-channel marketing initiatives. A visionary storyteller and Senior Advisor to CEOs, skilled in brand innovation, executive leadership, insurance, retail, and eCommerce. Recognized as a "Top 40 Under 40 Leader" by the Nashville Business Journal.

COMPETENCIES

Proven Brand Innovation Leader: Demonstrates executive leadership, brand management, and expertise in insurance, retail, and eCommerce. Collaborates effectively across channels, nurtures partner relations, and executes precise strategic planning.

Data-Driven Storytelling Strategist: Harnesses data analytics for strategic decision-making, enhancing team and stakeholder communication. Adapts seamlessly to dynamic market trends and efficiently manages scalability.

Research-Driven Customer-Centric Expert: Elevates customer experience and brand recognition through meticulous research, multi- and omnichannel strategies, and strategic branding.

Diversity-Driven Marketing and Operations Leader: Champions diversity, equity, inclusion, and belonging, integrating these principles into organizational culture. Proficient in multi-site operations, scalability, and segmentation.

BENCAP AMERICA | NASHVILLE, TN

JAN 2024 – PRESENT

Fractional Chief Marketing Officer

Provide part-time strategic marketing leadership and expertise to the brand, offering strategic guidance and direction to enhance brand visibility, drive customer acquisition, and foster revenue growth.

- Conceptualized and executed the design and launch of the company website, seamlessly integrating brand identity and user experience to create an impactful online presence.
- Devised and implemented a comprehensive social media integration and digital strategy, leveraging various platforms to maximize brand exposure, engage audiences, and drive growth in alignment with organizational objectives.
- Established the brand strategy from inception, orchestrating its development from the ground up and successfully launching the brand to market.

ACCEPTANCE INSURANCE | NASHVILLE, TN

JAN 2020 – JAN 2024

Vice President of Marketing and Brand Innovation

Formulated and executed strategic marketing plans, elevating brand awareness, driving customer acquisition, and fostering revenue growth in alignment with company objectives and values.

- Earned multiple industry awards, including Forbes (Best Midsize Employers, Diversity, New Grads), APICIA's Leadership During Covid-19 and 2023 Business Intelligence Group's Top Marketing Dept.
- Achieved a remarkable **140%** rise in star ratings, elevating customer satisfaction from **2** to **4.8/5**.
- Reduced turnover by **10** points and upped engagement by **11**, stressing Diversity, Equity, Inclusion, and Belonging, aligned with the #OneTeam and our "Take Care of Each Other" service vision.
- Developed a Careers page, leading to a **30%** rise in applications and improved talent acquisition.
- Initiated a Brand Ambassador campaign, achieving a **37%** rise in online ratings and a **+468%** social engagement.
- Expanded email contacts to **25+** million, significantly enhancing digital reach and engagement.
- Reduced ad spend by **20%** while driving **11%** boost in quotes by embracing Low-Cost Quote Growth.
- Implemented "Objectives and Key Results" (OKR) for better organizational project management.

Director of Digital Acquisition, Product, and Marketing

Led and aligned diverse global teams of direct reports and peers toward the successful ideation and execution of multimedia campaigns.

- Strategized lead buy channel growth to **20%** of the marketing mix, employing innovative demand generation and qualification tactics.
- Achieved a **27%** conversion boost and a **13%** PPC cost cut via creative landing page testing.
- Pioneered Salesforce adoption, uplifting communications; **+40%** opt-ins, **25%** wallet share rise.
- Unified Digital Marketing: conversion modeling, UI/UX design, web dev, and personalization.
- Integrated CRM, and first-party data into content planning, enhancing customer communications.

NXG STRATEGIES | FRANKLIN, TN

AUG 2017 – JAN 2019

Director of Marketing and Communications

Successfully implemented new digital strategies, revitalized the brand architecture, operationalized a content management system, restructured the budgeting process, and transformed the PR focus.

- Executed digital strategies for a **100%** brand awareness surge, cementing market presence.
- Revitalized brand architecture, aligning vision across sales, marketing, and service.
- Operationalized CMS, boosting productivity by **20%** via streamlined content processes.
- Restructured budgeting for precision, optimizing resource allocation, and **30%** savings.
- Transformed PR to brand storytelling, amplifying online presence, Winning a **2018 Williamson Business Leadership Award**.

DIRECT AUTO INSURANCE AN ALLSTATE COMPANY | NASHVILLE, TN

FEB 2008 – AUG 2017

Marketing & Creative Director (Mar 2015 – Aug 2017)

Led a seven-person team and contributed to the management team's success in restoring the company to profitability.

- Achieved **20%** print cost cut (2015-2017) amid intricate production.
- Managed a **\$32M** marketing budget, ensuring transparency, and prudence.
- Initiated **\$3M** IMPACT (TNA) Wrestling collab, dynamic social platform, and **200+** local activations.
- Revamped online content for a **30%** YoY unique visitor rise.
- Managed creative assets for a **17%** cost cut, elevated impact.
- Guided mobile-first web enhancement, and **double-digit** growth.
- Produced **75+** TV, and **75+** Radio ads in English/Spanish.

Previous Positions: Marketing Manager (2011 – 2015) and **Marketing Specialist** (2008 – 2011)

THOUGHT LEADERSHIP

- **TRUEWEST PODCAST | GUEST, 2023**
Rachel Stein Hislop Episode 16
- **REPUTATION.COM | CONTRIBUTOR, 2023**
"Elevating Online Brand Reputation: How Acceptance Insurance Redefined Customer Relationships and Transformed Business Success"
- **MARTECH OUTLOOK | AUTHOR, 2023**
"Building a Resilient Brand in the Digital Era: Insights from Acceptance Insurance"
- **A PODCAST BY EDGEWISE | GUEST, 2023**
"Humanize Your Brand with Video Content"

ACHIEVEMENTS

- **MARKETING DEPARTMENT OF THE YEAR, Winner**
Business Intelligence Group, ▪ 2023
- **40 UNDER 40 AWARD, Winner**
Nashville Business Journal, ▪ 2022

CONTINUING EDUCATION

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

COMMUNITY ENGAGEMENT

- **AMERICAN CANCER SOCIETY, Ambassador**
- **HABITAT FOR HUMANITY, Volunteer**
- **SECOND HARVEST FOOD BANK, Volunteer**
- **NASHVILLE HUMANE ASSOCIATION, Volunteer**