

# Rachel Badger

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Strategic marketing professional with experience leading cross-functional marketing projects, managing timelines, and delivering multi-channel campaigns from planning through execution. Proven ability to coordinate stakeholders, prioritize competing deadlines, and drive initiatives that improve performance and business outcomes. Strong background in communication, organization, and data-informed decision making.

## Experience

Marketing Manager – The CFO Project, Austin, TX (Full-Time) 2026-Present

- Lead integrated marketing programs that help accounting and finance professionals build and scale CFO advisory practices.
- Own and manage the content engine, developing educational assets that drive engagement, thought leadership, and demand generation.
- Execute multi-channel marketing campaigns across email, social, webinars, and partner channels to increase audience growth and pipeline development.
- Support partner events through campaign planning, promotional strategy, and creation of marketing collateral and sales enablement materials.
- Key Results: Increased marketing efficiency and campaign performance AI-powered workflows via Claude to increase content production efficiency, streamline marketing operations, and improve campaign performance.

Social Media Manager – The Asprey Group, Austin, TX (Contract) 2025-2026

- Led end-to-end planning and execution of multi-platform marketing campaigns, managing timelines, deliverables, and cross-functional collaboration.
- Drive audience growth and campaign performance through data-informed strategy and continuous optimization.
- Manage content calendars, analytics reporting, and performance tracking to ensure alignment with campaign goals.
- Coordinate content production, stakeholder input, and campaign execution to ensure on-time delivery and brand consistency.
- Advise executive stakeholders on digital strategy, platform trends, and performance insights to inform decision-making.
- Key Results: Improved engagement rates and scaled organic reach through performance optimization and targeted audience strategies.

Digital Marketing Manager – Badger Creative Services, Remote (Contract) 2023-Present

- Developed and executed communication strategies and digital campaigns for clients across B2B and B2C industries, managing project scope, timelines, and deliverables.
- Led content and campaign execution across multiple channels, ensuring alignment with client objectives and marketing goals.
- Consulted on campaign structure, performance, and optimization, using data insights to improve reach and engagement.
- Key Results: Increased organic traffic and visibility through SEO-focused content and optimized campaign execution

Marketing Consultant – Ludia Consulting, Remote (Full Time) 2024-2025

- Led cross-functional marketing projects for a B2B SaaS Microsoft partner, aligning campaign execution with customer journey and business objectives.
- Managed campaign planning, timelines, and deliverables across organic and paid initiatives to support go-to-market strategy.
- Partnered with sales, product, and leadership teams to coordinate project execution and ensure alignment

across stakeholders.

- Developed GPT-powered tools to streamline workflows, increasing team efficiency by 50% and improving consistency across deliverables.
- Translated complex technical concepts into clear, actionable messaging to support campaign execution and stakeholder communication.
- Key Results: Drove lead generation growth through improved campaign execution, increased webinar attendance, and optimized messaging strategy.

Creative Strategist, Content Specialist, Content Strategist – SocialMadeSimple, Remote (Full Time) 2021-2023

- Promoted twice within two years based on leadership, performance, and ability to manage high-volume client accounts and internal initiatives.
- Managed end-to-end campaign execution across 200+ franchise client accounts, overseeing project scope, timelines, deliverables, and quality standards.
- Served as primary client point of contact, managing stakeholder communication, aligning expectations, and delivering performance insights and strategic recommendations.
- Managed multiple concurrent projects in a fast-paced environment, prioritizing tasks and resources to meet deadlines and business objectives.
- Key Results: Reduced campaign turnaround time and increased client retention through streamlined workflows, improved processes, and data-driven decision making.

## Education

Belmont University, Nashville, TN

Masters of Science in Strategic Communication and Leadership

- Capstone on The Standardization of Media in Franchise Businesses
- 3.88 GPA

Baylor University, Waco, TX

Bachelor of Arts in Journalism, concentration in Public Relations

Minor in Business Administration

- Three time on the Dean's List (3.70 or higher).

## Capabilities

- Project Management • Campaign Planning and Execution • Cross-Functional Coordination • Client Relationship Management • Strategic Marketing • Brand Marketing • B2B and B2C Marketing • B2B SaaS Marketing • Content Strategy • Storytelling • Copywriting • SEO Writing • Content Creation • Data and Analytics • Jira • Campaign Reporting and Analysis • Performance Marketing • Social Media Strategy • Paid Social Advertising • Google Ads • Adobe Creative Suite • Canva • WordPress • Asana • Slack • Google Drive • Microsoft Office • Microsoft Project • Public Relations • Event Marketing • Attention to Detail • Leadership • Organizational Skills • Agile Methodologies • Waterfall Methodologies

## Certifications

- Certified LinkedIn Insider Alumna
- Meta Certified Digital Marketing Associate
- Google Ads Certification
- Project Management Certification from The University of Texas at Austin

## Affiliations

- Alpha Delta Pi Sorority, Zeta Chi Chapter
- Alpha Delta Pi Austin Alumnae Association and Delta Chapter New Member Advisor
- Alpha Lambda Delta
- Order of Omega