

RACHEL TALLEY

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PROFILE

Brand strategy and consumer experience leader with 10+ years guiding brand growth across hospitality, real estate, retail, and entertainment portfolios, generating \$331M in annual revenue. Known for translating consumer insights into brand positioning, integrated marketing ecosystems, and measurable business outcomes. Experienced in leading cross-functional teams, developing data-driven brand strategy, and building scalable marketing systems that improve customer lifetime value, brand engagement, and revenue performance.

EXPERIENCE

Director of Marketing & Communications, Uphoff Ventures | Jan 2019 – Aug 2024

- Led brand strategy and marketing operations for a diversified portfolio spanning real estate, hospitality, retail, entertainment, and energy businesses, generating \$331M in annual revenue across 17 locations.
- Directed brand positioning, customer experience strategy, and marketing operations across five brands, implementing CRM and AI-driven data infrastructure that improved customer segmentation across 40,000 active customers and increased lifetime value by 19%
 - Led redesign of the portfolio's digital brand ecosystem and website experience using a new CMS platform, increasing consumer engagement 17%, improving conversion rates 18%, and reducing bounce rate 22%
 - Developed integrated media strategy managing \$425K annual budget across paid social, SEM, OTT, geofencing, and traditional media, improving marketing ROI 27% and reducing customer acquisition costs 19%
 - Established portfolio-wide brand measurement framework and executive reporting system tracking campaign performance, brand health, and consumer sentiment across 42 customer touchpoints

Senior Marketing & Promotions Manager, Uptown Alley | May 2017 – Jan 2019

- Managed marketing strategy and brand activation for a luxury entertainment concept operating across four markets with \$18M annual revenue.
- Rebuilt loyalty and CRM strategy, increasing membership 90% (11,500 → 21,900) and improving repeat visit rate 24% within one year
 - Developed and launched 15+ integrated campaigns across social, digital, experiential, and promotional channels, driving \$235K incremental revenue in private events
 - Built scalable promotional playbook adopted across four locations, improving campaign efficiency 18% and standardizing brand experience across markets

Regional Sales & Marketing Manager, FEAD LLC | Dec 2015 – May 2017

- Directed regional marketing strategy and promotional programming for a restaurant management company overseeing 55 locations nationwide.
- Conducted consumer insights research and competitive analysis across regional markets, identifying growth opportunities that increased same-store sales 7.5%
 - Managed campaign development including creative strategy, vendor partnerships, and \$28K average campaign budgets, delivering 14% traffic lift during promotional periods
 - Negotiated vendor and sponsorship agreements reducing campaign costs 17% while maintaining brand standards

Communications & Donor Relations Manager, Green Spring Foundation | Jun 2014 – Dec 2015

- Led communications and donor engagement strategy for a Richmond-based nonprofit arts organization.
- Designed multi-channel donor engagement strategy across 18 annual touchpoints, increasing donor retention 11% and average gift size 16%
 - Expanded donor base 23%, contributing to \$286K annual fundraising revenue
 - Built campaign performance dashboards and board reporting tracking acquisition, retention, and donor lifetime value

EDUCATION

Master of Science — Business & Brand Management
VCU Brandcenter | Expected May 2026

Bachelor of Science — Communications
Radford University | 2014

CERTIFICATIONS

Google Professional Digital Marketing & E-Commerce — Coursera (2024)
Meeting Planner & Inclusive Strategist — MPI (2025)

SKILLS

Brand Strategy & Research Brand positioning · Consumer journey mapping · Audience segmentation · Qualitative research · Competitive analysis · Insights synthesis	Marketing Strategy & Execution Integrated campaign development · Media planning · CRM strategy · Experiential marketing · Partnership strategy · Go-to-market planning	Tools & Platforms Google Analytics · Meta Business Suite · Mailchimp · Adentro · WordPress · Adobe Creative Suite · Microsoft Office · SEO/SEM platforms	AI & Emerging Tools ChatGPT · Perplexity · Gemini · NotebookLM · Midjourney · Luma	Leadership Cross-functional team leadership · Executive presentations · Budget management · Vendor negotiation · Change management
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