

RACHEL TALLEY

MARKETING LEADER | BRAND STRATEGIST

As a marketing leader and brand strategist, I have spent the past 10 years helping companies across industries sharpen their positioning, deepen customer connections, and grow through smarter campaigns and experiences. I combine consumer insight, creative thinking, and practical execution to build brands that feel distinctive and relevant in competitive markets. Known for being collaborative and hands-on, I'm equally comfortable shaping strategy with leadership and working across teams to bring it to life.

CONTACT

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EDUCATION

Master of Science in Business

VCU Brandcenter | Expected May 2026

- Concentration in Brand Management

Bachelor of Science in Communication

Radford University | 2014

- Concentration in Public Relations

CERTIFICATIONS

Digital Marketing & E-Commerce

Google | August 2024

Meeting Planner + Inclusive Events Strategist

MPI | July 2025

SKILLS

Brand Strategy & Research

Brand positioning • Brand voice and messaging • Consumer journey mapping • Market and competitive analysis • Audience insights • Brand audits

EXPERIENCE

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

Led brand strategy and marketing operations for a multi-business portfolio spanning real estate, hospitality, retail, entertainment, and energy across 17 locations and \$331M in annual revenue.

- Guided brand positioning and customer experience strategy across five diverse brands; built CRM and AI-powered data systems that sharpened customer segmentation for 40K customers and grew lifetime value 19%.
- Led a redesign of the digital brand ecosystem and website experience through a new CMS platform, increasing engagement by 17%, improving conversion rates by 18%, and lowering bounce rate by 22%.
- Built and managed an integrated media strategy across paid social, SEM, OTT, geofencing, and traditional channels with a \$425K annual budget, improving ROI by 27% and reducing acquisition costs by 19%.
- Partnered with creative teams and leadership to translate business goals into campaigns and content that balanced brand expression with measurable results.
- Established a portfolio-wide measurement and executive reporting framework to track campaign performance, brand health, & consumer sentiment across 42 customer touchpoints.
- Presented strategic insights and performance recommendations to executives, guiding investment decisions and portfolio priorities.

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

Managed marketing strategy and brand activation for a luxury entertainment concept operating in four markets with \$18M in annual revenue.

- Rebuilt the loyalty and CRM strategy, growing membership 90% from 11,500 to 21,900 and improving repeat visits by 24% in one year.
- Developed and launched 15+ integrated campaigns across digital, social, experiential, and promotional channels, contributing \$235K in incremental private-event revenue.
- Built a scalable campaign playbook adopted portfolio-wide that improved execution efficiency 18% and strengthened brand consistency across markets.

SKILLS CONT.

Marketing & 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

AI-powered research synthesis • Creative concepting and iteration • Content and visual development • Workflow automation • Rapid competitive intelligence

Leadership

Cross-functional team leadership • Executive presentations • Budget management • Vendor negotiation • Change management

Regional Sales & Marketing Manager, FEAD LLC

Dec 2015 – May 2017

Directed regional marketing strategy and promotional programming for a restaurant management company with 55 locations nationwide.

- Led market and competitive analysis that identified whitespace opportunities and drove 7.5% same-store sales growth.
- Managed campaign development from creative strategy through vendor partnerships and budget oversight, delivering a 14% traffic lift during promotional periods.
- Negotiated vendor and sponsorship agreements that reduced campaign costs by 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 a multi-channel donor engagement strategy across 18 annual touchpoints, increasing donor retention by 11% and average gift size by 16%.
- Expanded the donor base by 23%, contributing to \$286K in annual fundraising revenue.
- Built performance dashboards and board reporting to track acquisition, retention, and donor lifetime value.

SELECTED PROJECTS

Brand Positioning & Messaging

Led brand audits, competitive reviews, and positioning refreshes that clarified value propositions and improved alignment across marketing, sales, and leadership teams.

Customer Experience Strategy

Mapped customer journeys across 42 touchpoints to identify friction and design experiences that increased engagement 17% and conversion 18%.

AI-Enabled Workflows

Implemented AI tools for research synthesis, content ideation, and workflow automation that accelerated project timelines and improved team output.