

Rachel Silva

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Objective

Obtain a leadership role that will allow my omni-channel and customer centric marketing expertise to help grow and transform businesses.

Experience

Pep Boys – Assistant Vice President

January 2014 - Present

- Directly oversee all B2B and B2C creative, production & media planning including, but not limited to broadcast, in store assets, digital (SEM, display, affiliate, etc.), CRM (direct & email), mobile & print
- Strategically plan and allocate \$68 Million budget in order to drive maximum revenue at lowest costs
- Work with vendors and cross functional teams to develop coop programs
- Launch & grow profitable mobile programs including SMS, Mobile Wallet & Mobile Site
- Improve online sentiment through curated & localized social programs
- Work closely with executive team & board on integrations and go forward strategic development
- Directly oversee all RFP, agency selection and rebranding efforts

Pep Boys – Director of Marketing

August 2012 – January 2014

- Grew digital marketing budgets from \$2 million to \$16 million annually by providing positive return on ad spends through SEM, Display, Affiliate, Social & other non-traditional marketing
- Launched data driven website re-design that succeeded in increasing all key conversion metrics (online orders and appointments)
- Increased total online revenue approximately \$500 Million/year including online orders, appointment & coupon redemptions
- Succeeded in seamlessly executing a new brand strategy, logo, tagline & supporting media

Pep Boys – Online Marketing Manager

August 2009 – August, 2012

- Re-Platformed PepBoys.com to new ecommerce supporting engine
- Launched industry leading online appointment scheduling system
- Launched award winning social media programs
- Created, managed, maintained all website assets, display & SEM campaigns

GSI Commerce/TrueAction – Interactive Marketing Supervisor

May, 2005 – July 2009

- Work with industry leading retailers to drive online sales & revenue
- Daily Management of SEM, Affiliate, Email, SEO & Display programs
- Provide reporting and analytics on all campaigns and promotions
- Develop digital marketing strategies for new pitches and existing clients

CNET Networks – Account Executive

2003 - 2005

- Achieved 200% of sales goal for Inside sales for CNET Networks properties
- Develop & pitch campaigns that accomplished client goals based on inventory
- Establish mySimon as one of the first robust comparison shopping engines

TMP Worldwide – Account Executive

1999-2003

- Worked with clients such as Morgan Stanley, Panasonic, Bears Stern on their ongoing recruitment efforts
- Flawlessly execute help wanted ads in weekly Sunday Papers and Trade Magazines
- Migrate traditional clients into digital by leveraging Monster.com and Careerbuilder postings

Education

Touro College

1995-1999

Bachelors, Psychology

Skills

Leadership, Budgeting, Public Speaking, Team Building & Training, Branding, Digital, Mobile, User Experience & Usability, SEM, SEO, SMS, CRM, Social, Affiliate, Analytics, omni-channel

Industry Awards & Press

Retail Touch Point Customer Engagement Award - January, 2015

Retail Touch Point Gold Award – Social Media Marketing - January, 2015 -

<http://www.retailtouchpoints.com/features/awards/18-retailers-honored-with-2015-customer-engagement-awards>

Loyalty 360: Pep Boys Elevates Customer First Engagement with Mobile First Strategy -

<http://www.loyalty360.org/content-gallery/daily-news/pep-boys-elevates-customer-engagement-levels-with>

VentureBeat.com: Pep Boys Shows How Their marketing Cloud Scored Triple-Digit ROI Webinar-

<http://venturebeat.com/2016/03/14/pep-boys-shows-how-their-marketing-cloud-scored-triple-digit-roi-webinar/>

Forbes, Mobile in Mind: Thoughts on the Present and Future of Mobile Marketing -

<http://www.forbes.com/sites/steveolenski/2015/06/08/mobile-in-mind-thoughts-on-the-present-and-future-of-mobile-marketing/#11293309141a>

Ad Exchanger: Pep Boys talk Passbook Strategy Ahead of Rumored Apple Pay Launch Date -

<http://adexchanger.com/mobile/pep-boys-talk-passbook-strategy-ahead-of-rumored-apple-pay-launch-date/>