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📍 Raleigh, NC

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## EDUCATION

### University of Rhode Island

2004-2007

Bachelor of Arts, English

### Franklin & Marshall College

2002-2004

English

## EXPERTISE

Brand Strategy

Research & Positioning

Integrated Marketing (paid, earned, owned)

Advertising & Communication Campaigns

Experiential Brand Marketing & Activation

Leadership & Mentoring

Budget Planning & Management

## BRAND MARKETING & STRATEGIST

# Rachel Wing Swanson

*Whether reimagining and dusting off legacy brands, launching new brands and products, or deploying totally new marketing campaigns, I have more than 15 years with a proven track record, forward-facing vision and deep insights to get brands there, change and motivate consumer behaviors and propel brands forward.*

*I develop cut-through marketing and consumer-focused strategies and programs that resonate with customers, create value for brands, and surpass business goals.*

## EXPERIENCE

### Vice President, Key Accounts | 2021 - Present

#### TriMark Digital

- Lead all new business initiatives for the agency
- Created and rolled out the framework for the agency's new business pitching from asset design, development and presentation
- Primary marketing strategist lead on three large consumer brands at the agency
- Developed and built out the brand strategy division for the agency
- Mentorship for junior-level associates

### Senior Vice President | 2012-2016 & 2018-Present

#### French/West/Vaughan

- Led integrated marketing business for the agency's consumer brands
- Master in the brand planning & positioning, strategy development and all-around marketing planning and subsequent execution and measurement for major consumer brands
- Actively involved in day-to-day management of clients' scope of work from digital & traditional paid media, creative/content development, social media and influencer marketing, public relations, email marketing, and paid media

### Strategy strikes the spark for thoughtful inspiration to ignite

I don't just bury my head in the research-sand. Well, I can do that too. I dig deep to find the place of differentiation. It is there, within that undiscovered place that I strike a spark and ignite inspiration.

verizon<sup>✓</sup> M Wrangler

*Josh* [yellow tail] PROXIMO

GOLDTOE GILDAN<sup>®</sup> PETER MILLAR

*Hunter* *Arizona Lottery* MOE'S southwest grill<sup>®</sup>

TREE TOP<sup>®</sup> NC STATE UNIVERSITY PENDLETON WHISKY

## VERTICAL EXPERTISE

Apparel (high-end to off-price)

Alcohol/Spirits

CPG

Fast Casual & QSR

Tech

Home Improvement

Travel & Tourism

Financial

Higher Education

## EXPERIENCE (CONTINUED)

- Led the charge in re-pitching and retaining one of the agency's longest standing clients - Pendleton Whisky, after the brand was sold to International Spirits Distributor, Proximo Spirits (their flagship brand being Jose Cuervo),
- Strong client relationship building
- Award-winning strategic/fresh work that has directly contributed to a lift in brands' national awareness (and sales)
- Led new business for the agency, from research and strategy to the development of winning-pitches and on-boarding new business to a dedicated team within the agency
- Over the course of my tenure with the agency, I served as the account lead for Wrangler Jeans (the agency's longest-standing and largest client), Pendleton Whisky, Tree Top, Moe's Southwest Grill, BurgerFi, UNC-TV/PBS, Asheville Savings Bank, BRAND Napa Valley, Teradata/SAS, Jimmy V Foundation, Downtown Raleigh Alliance and many others

### Vice President, Marketing | 2017

#### Variety Wholesalers

- An off-price discount retailer with 400 stores in 17 states, had business goals of reaching a younger consumer, improving and growing their brand image and consumer perception, as well as diversifying their total marketing approach
- Responsible for identifying category opportunities from an integrated marketing and rebranding perspective
- Conducted deep category/competitive research to become more acutely informed as to the direction the brand needed to go
- Developed a fully integrated rebranding and marketing program to launch the brand with a new look, image, and position in the category that would attract and resonate with the younger prospective consumer
- Developed and executed 25+ marketing programs for new store openings/grand openings
- Managed all public relations for the company, including the proactive pitching of news and stories to the media
- Management of all marketing vendors, from the research and selection phase to securing and negotiating contracts, to the day-to-day communication and workflow with such vendors
- Management of junior staff and in-house creative

### Group Director | 2016-2017

#### The Zimmerman Agency / a TBWA Agency

- I was recruited to the Zimmerman Agency/Bright Red TBWA, a 30+ year old full-service Advertising and Marketing agency headquartered in Tallahassee, FL and part of the TBWA Omnicom Group

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## EXPERIENCE (CONTINUED)

- Drove all aspects of consumer brand integrated marketing for the creation and execution of digital content & media, digital & traditional creative, brand positioning and development, email marketing, social media, public relations and advertising as well as analytics for Gold Toe/Gildan, Hunter & Casablanca Fan, Clarion University, and Renaissance Aruba Resort & Casino
- Creation and execution of fully integrated marketing plans that led to YOY sales & traffic growth for brands
- Led the team responsible for the creation of a new brand positioning and overall campaign for Gold Toe, which then went on to receive several Gold & Silver awards as part of the 2017 American Advertising Awards/AAF

### Account Executive | 2011-2012

EP&Co.

- Served the Digital Systems team for Verizon as the liaison between the client and the agency's custom software development and digital/interactive creative teams
- Primary project lead for the largest digital system build, at the time for Verizon, being their brand management system that operated off of a custom-built digital asset (and video) management system (\$5M project for the agency), that integrated multiple interactive marketing systems (direct mail manager, corporate communication systems, etc.) that our team also led the custom development for
- Comprehensive knowledge of digital asset management systems both for Verizon and industry leaders (BMW, Starbucks, Hewlett Packer, Apple)
- Daily management of Verizon's internal marketing and branding intranet used throughout all lines of business for Verizon, as well as Verizon's third-party partners