

Rachael Protas

CONTACT

(425) 350-5013
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STRENGTHS

Data Storytelling
Business Strategy
Project Management
Creative Development & Production
Public Relations
Leadership & Mentorship
Budget Development

SKILLS

GA4 & Google AdWords
Adobe Creative Suite
CMS including WordPress
HTML/CSS
SEO Best Practices
Email Marketing Management
Social Media Advertising

EDUCATION

Boston University
2010
Bachelor of Arts in English
Bachelor of Science in Communications

Western Governors University
2024
Master of Business Administration

PROFILE

Business leader, data storyteller, and marketing strategist with seven years of experience in business development and a track record of crafting initiatives that resonate with diverse audiences, build relationships, and generate revenue.

EXPERIENCE

Director of Marketing and Communications Vail-Summit Orthopaedics & Neurosurgery

October 2020 - Present, Vail, CO

- Defined, managed, and executed high-impact marketing strategies, community sponsorships, and growth initiatives that generated **\$3.3 million** in revenue in 2023.
- Built and grew relationships with local sports organizations, community groups, and PCP to secure sponsorships, promote brand awareness, and nurture referrals, resulting in a **10%** increase in outreach referrals from 2022.
- Developed and nurtured relationships with advertising partners, negotiating rates, developing media plans, coordinating ad creative, tracking ad placements and performance, and ensuring alignment with the organization's brand, leading to a **6%** increase in patient acquisition in 2022.
- Designed and implemented a department budget that reduced expenses and lowered overhead by **35.30%** year-over-year without reducing brand visibility or campaign conversions.
- Aided the Board of Directors in setting organizational strategy by capturing and analyzing the appropriate data/metrics, sharing insights, and crafting recommendations that drove growth and improved ROI.

Marketing Coordinator → Content Marketing Manager Can Do Multiple Sclerosis

February 2018 - October 2020, Avon, CO

- Developed content strategy for all digital, social, and e-mail communications, driving a **19%** increase in event attendance.
- Crafted informational and promotional content, increasing digital program participation by **615%** in two years.
- Built and maintained partner relationships, planning and proposing activations that grew sponsorship revenue by **13%** in 2019.
- Analyzed program metrics and campaign KPIs, offering feedback and business insights that increased conversions by **3.5%** in 2018.
- Spearheaded a year-round fundraising strategy that generated over **\$100K** in donations in 2019, a **100%** increase from 2017.

Freelance Copywriter

June 2017 - October 2020, Remote

Clients included Engel & Völkers, Anacortes School District, University of Nevada, SparkNotes, Junk360, Eden Prairie Eye Care, and WebFX

- Provided clients with strategic content that improved search engine rankings, drove brand awareness, and generated leads.
- Grew clients' blog views **almost 4x** through SEO strategy.
- Implemented a regular distribution schedule for all social media outlets, increasing one client's B2C leads by **40%**.
- Developed consistent branding across clients' online platforms, growing digital traffic by **67%**.