

Rachel Bonistalli, MBA

MARKETING LEADER

Raleigh, NC • (571) 242-6800
rachel.bonistalli@gmail.com • [LinkedIn](#)

Qualifications Summary

Versatile, strategic, and results-driven marketing executive with expertise in driving business growth through customer-centric strategies and integrated marketing programs. Proven record of devising strategy and action plans that consistently achieve multimillion dollar revenues and support future growth and scalability. Exceptionally adept in captivating and reaching B2B prospect and customer personas to drive brand engagement and product adoption. Effective leader of high-performance cross-functional teams resulting in initiatives that exceeded targets and industry standards for ROI. Customer centric leader that ensures customers and brands thrive in ever-evolving market environments. Experience in SaaS solutions and cyber security consulting, along with targeting US Federal Government, Utilities, Oil & Gas, Financial Services, Telecom and Retail industry verticals.

Areas of Expertise

- Marketing Strategy & Planning
- Customer & Content Marketing
- Data Analytics / KPIs / Performance
- Multi-Channel Integrated Marketing
- User-Centric Marketing Campaigns
- Brand Identity & Storytelling
- Customer Journey Mapping
- Digital Marketing & Transformation
- Services & Solutions Marketing
- Lean Project Management
- Conference & Tradeshow Planning
- Webinar & Training Resources
- Account-Based Marketing Initiatives
- Segmentation & Personalization
- Cross-Functional Team Leadership
- Continuous Process Improvements
- Customer Relationship Management
- Supervisor / Trainer / Coach / Mentor

Education

Master of Business Administration

George Mason University

Bachelor of Arts, Speech Communication

Pennsylvania State University

Professional Training

- Account-Based Marketing, ITSMA

Technical Proficiencies

- MS Office Suite, Confluence, Miro
- LinkedIn Publishing & Social Media

Professional Affiliations

American Marketing Association Triangle

Director of Webinars (2019 – 2022)

Mentor, Connect & Inspire Mentorship Program (2019 – 2022)

Career Highlights

- Revitalized brand content, collateral, and digital strategies for Customer Success Professional Services. Recognized for streamlining, simplifying, and amplifying services offerings that propelled 5% increased sales (BMC).
- Led customer thought leadership events with 95% response rate and up to \$8M in future consulting engagements (Booz Allen).
- Key contributor to the \$50B Alliant GWAC contract proposal and win (EDS).
- Placed product/stories in movies and TV shows including, *Bruce Almighty*, *Hotel Rwanda*, *War of the Worlds*, *ER*, *Friends*, and *West Wing*, (Red Cross).

Professional Experience

BMC SOFTWARE – Houston, TX

2016 – 2023

Lead Senior Marketing Manager, Customer Marketing & Experience (2022- 2023)

Established Customer Marketing to enhance the post-sale experience of BMC SaaS customers aligned to newly created customer microsegments. Convened and drove cross-functional collaboration to pilot content strategy for increasing product adoption and attainment. Analyzed Success Subscription data to inform offering refinements and experience delivery improvements. Co-Led Customer Journey Mapping Research to secure customer insights around discover, explore, evaluate, and product to quote business phases. Led marketing for subscription service offerings including online experience and establishing authenticated service credit balance display enabling future state of fully automated e-commerce credit redemption for services.

- Established baseline for online form conversion rates for Success Subscriptions
- Enable Business Development Representatives (BDRs) with qualifying conversation guide to contribute to establish demand pipeline.
- Initiated first-ever post-sale nurture to grow education sales to customer segments without education purchased with product license.
- Redefined target personas to ensure customer-focused communications and marketing outreach.

Lead Senior Marketing Manager, Global Professional Services (2017 – 2022)

Strategically conceived and executed winning multi-channel marketing initiatives, employing targeted customer centric content development, digital marketing, and corporate events. Effectively employed campaign and lead analysis to adjust strategies to target outcomes. Pioneered the creation of direct B2B outreach campaigns to promote new services, generating customer interest and engagement. Re-engineered the Customer Success message for cross-functional executive and senior leadership presentations to customers, focusing on for fee services offerings. Planned, allocated, and optimized the \$100K annual department budget. Implemented governance and standards for collateral creation by developing templates designed to showcase the unique value proposition of For-Fee Professional Services offerings.

- Marketing of Success Subscriptions offering contributed to 6x sales goal achievement in first year.
- Led, equipped, and empowered cross-functional team to develop first-ever Success Path online experience establishing baseline of form conversion rate of 3% for lead generation.
- Established a consulting practice content board that nominated 20+ consultants to generate practice-developed thought leadership and customer story content.

Senior Marketing Manager, Global Professional Services (2016 – 2017)

Proactive leader of customer marketing campaigns that directly expanded services sales and energized revenue generation through creative messaging, customer stories, go-to-market strategy, campaign planning, sales tools, digital content, positioning, and launch. Partnered with Sales to hone strategy, campaign plans, and marketing materials for seamless program execution. Built and strengthened global relationships to advance consistency and quality across Corporate Marketing and four business units. Developed a diverse range of collateral such as: blogs, brochures, case studies, presentations, training resources, and videos to promote service offering value in desired outcome attainment. Directed the team and administered the \$50K annual budget.

- Reduced low-performing web content by 60%, while boosting natural search conversion rate by 50%.
- Planned, coordinated, and executed the “Genius Lab” approach at large-scale corporate and global events in London, Mainz, and Paris with up to 300+ attendees to propel consulting business development.

BOOZ ALLEN HAMILTON – McLean, VA & Houston, TX

2009 – 2016

Lead Associate/Senior Manager, Strategic Marketing (2014 – 2016)

Spearheaded strategic marketing and communications initiatives encompassing business development materials, copy (trade advertising, website), collateral, newsletters, and social media content to reach diverse audiences, as well as target market segments of Oil & Gas and Utilities. Positioned the company’s consulting offerings to Oil, Gas, and Utilities as part of re-entering the commercial space. Formulated go-to-market strategies for new market introduction and rollout. Led strategy and implementation for website development, including copywriting, design, and content updates, along with securing organizational buy-in.

- Designated communications liaison between Corporate Marketing and over 5 business partners.
- Delivered 60+ brand compliant visuals on-time in 3 weeks for a \$50M proposal – the largest project for the Commercial Energy team since re-entry to the market. Led all aspects of design and presentation.
- Positioned company for competitive leadership at industry events and tradeshow.
 - Planned and project-managed 12 events with up to 1K+ attendees per event on-time and on-budget.

Associate/Manager, Marketing & Communications (2009 – 2014)

Drove marketing and communications strategies and multi-channel tactical execution for the Cyber Services division (85%) and Government (15%). Administered Lean project management to streamline logistics, coordinate large-scale events, launch an expert panel series, plan thought leadership dinners, and secure executive speaking engagements. Steered all aspects of content development, conferences, creative design, tradeshow, and supervision of external contractors.

- Positioned the company to stand as a leader in cybersecurity.
 - Planned, initiated, and launched, “Expert Voices,” a thought leadership radio panel program that featured and facilitated thought-provoking discussions on crucial cyber topics with leading Subject Matter Experts (SMEs).
- Orchestrated impactful thought leadership dinners and sales team follow-ups to generate a 95% response rate.
 - Secured the organization multimillion dollar ROI with \$6M to \$8M in future consulting engagements.

Additional Experience

Marketing & Communications Specialist, EDS, A Hewlett Packard Company (HP) – Herndon, VA

Senior Associate, Entertainment Outreach, AMERICAN RED CROSS – Washington, DC

Associate, Advertising & Entertainment Outreach, AMERICAN RED CROSS – Washington DC

Assistant Account Executive & Account Coordinator, OGILVY PUBLIC RELATIONS WORLDWIDE – Washington, DC

Awards

- **TSIA 2022 STAR Awards Finalist**, Innovation in Enabling Customer Outcomes (BMC Software)
- **Three Stevie American Business Awards, reintroducing brand into Middle East** (Booz Allen):
 - Gold Award, International Marketing Campaign of the Year
 - Silver Award, Campaign of the Year, Business-to-Business
 - Bronze Award, Campaign of the Year, Business Services