RaeAna Eiley

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Professional Summary

Strategic communications professional with **10+ years of experience** driving brand visibility, audience engagement, and thought leadership across B2B technology and association sectors. Experienced in executive communications, digital content, social media, and integrated communications programs.

Core Competencies

Communications Strategy & Execution | **Marketing Automation & CRM** (Salesforce/Pardot) | **SEO & Content Marketing** | **Email Marketing & Optimization** (Stensul) | **Social Media Strategy (**Sprout Social, LinkedIn Campaign Manager) | **Thought Leadership & Brand Messaging** | **Data Analytics & ROI Measurement** (Google Looker) | **AI-Driven Communications** (Campaign Development, Competitive Analysis, Copywriting) | **Project Management** (Airtable, Trello, Miro)

Key Achievements

- **Led cross-functional execution of the Enlytened Trends Report campaign**, bringing together creative, product marketing, SMEs, events, and Insights & Operations to develop and amplify the report across social, email, blog, and conference communications; used Pardot reporting to measure campaign impact, contributing to **$2M in closed-won revenue and $4.2M in pipeline**. The award-winning campaign earned **MUSE, Stevie, and AMA Sandie Awards** across the 2022, 2024, and 2025 editions.
- **Grew the Chlorine Institute's social media presence from 0 to over 5,000 followers**, establishing the organization's social channels and communications strategy from the ground up to educate the public on the safe use of chlor-alkali products and keep members informed on industry news and resources.
- **Increased readership of Enlyte's monthly email newsletter by 30% over 4.5 years** by refining audience segmentation, subject lines, and editorial content based on engagement trends to deliver more relevant communications to subscribers.

Professional Experience

Founder & Image Consultant | Rae Moda | *2025 - Present*

Color Analysis & Personal Styling Services

- Built Rae Moda’s brand identity and communications strategy from the ground up, developing brand voice, messaging, visual direction, website content, and multi-channel content across Instagram and TikTok to build brand awareness and audience engagement.
- Own client communications and relationship management from initial outreach through virtual consultations, personalized recommendations, and post-service follow-up.

Enlyte | Marketing Communications Manager | *2021 - 2025*

Insurance Software & Services provider

- Developed and executed **corporate communications and content programs** across social media, email, blogs, executive communications, and thought leadership initiatives, ensuring consistent messaging across channels.
- Led **executive thought leadership initiatives**, partnering with C-suite leaders and subject-matter experts to develop audience-focused content and expand executive visibility across industry channels.
- Managed **cross-functional communications programs** with product marketing, sales, customer success, creative, events, and Insights & Operations, aligning stakeholders and coordinating content development and distribution.
- Translated complex business, technology, and industry topics into **clear, engaging communications for customers, prospects, employees, and industry audiences**, adapting messaging to different stakeholders and channels.
- **Launched and managed an employee advocacy program from the ground up**, securing C-suite buy-in and mobilizing employees to amplify company messaging, extend organic reach, and increase overall social media engagement.

The Chlorine Institute (CI) | Communications Manager | *2018 - 2021*

Trade association representing chlor-alkali industry

- **Grew CI's social media following from 0 to 5,000+ followers,** building the organization's social strategy and channels from the ground up to increase public awareness of the safe use of chlor-alkali products and keep industry members informed.
- **Launched CI's first podcast, *Stay Tuned with The Chlorine Institute***, creating a new channel for industry education, member communications, and digital thought leadership.
- **Led virtual member conferences for 250+ attendees**, coordinating speakers, programming, communications, and event logistics while maintaining **95% satisfaction** ratings.
- **Developed executive communications** including speeches, presentations, and briefing materials, equipping senior leaders for industry events, member engagements, and stakeholder communications.

The Chlorine Institute (CI) | Project Coordinator | *2015 - 2018*

- Launched and managed CI's social media presence across LinkedIn, Twitter, and Facebook, developing and publishing content to build the organization's digital presence and engage industry audiences.
- Produced **50+ articles** for CI's monthly newsletter and trade publications, translating complex industry topics into clear, engaging content for members and external audiences.

Education

Johns Hopkins University | MA in Communications | *2017 - 2018*
University of Mary Washington | BA in Linguistics | *2010 - 2014*

Professional Development

HubSpot Reporting Certification | Google Analytics Certification | Measurement & Analytics Certificate Program | Website Redesign & UX Optimization | Strategic Writing for PR & Thought Leadership | Podcast Production & Interviewing Techniques