RaeAna Eiley

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Professional Summary

Marketing strategist with **10+ years of experience** generating measurable business impact through integrated campaigns, digital marketing, and award-winning thought leadership content. Experienced in driving brand growth and audience engagement across B2B technology and association sectors.

Core Competencies

Marketing Strategy & Execution | **Digital Advertising** (LinkedIn, Google Ads, Rollworks) | **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 Marketing** (Campaign Development, Competitive Analysis, Copywriting) | **Design & Content Creation:** (Adobe Creative Suite, Canva, WordPress, Wix) | **Project Management** (Airtable, Trello, Miro) | **Spanish Language** (Proficient) | **Marketing Program Management**

Key Achievements

- **Project-managed the six-month Enlytened Trends Report campaign end to end**, coordinating creative, events, product marketing, SMEs, and Insights & Operations to execute an integrated campaign across organic and paid social, email, blog, and conference activations; leveraged Pardot reporting to measure performance and attributed **$2M in closed-won revenue and $4.2M in pipeline** to the campaign. The campaign earned **MUSE, Stevie, and AMA Sandie Awards** across the 2022, 2024, and 2025 editions.
- **Grew the Chlorine Institute's social media presence from zero to 5,000 followers**, building the organization's social strategy and channels from the ground up to expand public awareness of the safe use of chlor-alkali products and strengthen communication with industry members.
- **Increased readership of Enlyte's monthly email newsletter by 30% over 4.5 years** by optimizing audience segmentation, subject lines, content strategy, and send performance based on engagement data.

Professional Experience

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

Color Analysis & Personal Styling Services

- Launched and built a sustainable personal styling business, developing the brand strategy, website, service offerings, pricing, and customer acquisition approach from the ground up.
- Develop and execute organic content marketing across Instagram and TikTok, creating educational, promotional, and lifestyle content to build brand awareness and engage target audiences.
- Manage the end-to-end customer journey, from marketing and lead generation through virtual consultations, personalized deliverables, and client follow-up.

Enlyte | Marketing Communications Manager | *2021 - 2025*

Insurance Software & Services provider

- Developed and executed **integrated email, social, and content marketing campaigns** across the customer lifecycle, using audience segmentation and performance insights to optimize engagement and support pipeline generation.
- Managed **cross-functional marketing programs** in partnership with sales, product marketing, customer success, creative, and operations teams to align messaging, coordinate campaign execution, and support account-based marketing initiatives.
- Led **digital and content strategy for customer and industry audiences**, translating complex business and product topics into accessible content across social media, email, blogs, reports, and other channels.
- Supported **executive and thought leadership marketing initiatives**, developing content and distribution strategies to increase C-suite visibility and strengthen industry positioning.
- **Launched an employee advocacy program from the ground up**, securing C-suite buy-in and engaging employees as brand advocates to expand social 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***, expanding the organization's digital content strategy and thought leadership reach.
- **Led virtual member conferences for 250+ attendees**, coordinating programming, speakers, communications, and event logistics while maintaining **95% satisfaction** ratings.
- **Led a comprehensive website redesign**, improving user experience, content accessibility, and SEO to make safe-use information and industry resources easier for members and the public to find.
- **Developed executive communications** including speeches, presentations, and briefing materials, supporting senior leaders at industry events and stakeholder engagements.

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 industry trade publications, translating technical topics into accessible content that strengthened member engagement and industry visibility.

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