

Rebecca J Heidgerd

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Experience

Principal, MacGyver Marketing, Boston, MA, November 2018-Present

Independent consultant providing marketing strategy services to local and global businesses to poise businesses for success. Services include marketing plan development, marketing automation strategy, paid social media strategy, marketing technology stack review, technology integration management, website strategy, brand development and more. Clients include e-commerce businesses, universities, B2B software, agencies and more.

Adjunct Professor, Dean College, Franklin, MA, Aug 2019-Present

Teach entry to mid-level marketing courses with a focus on providing students opportunities for real world marketing skills and application to course materials. Courses include: Principles of Marketing, Intro to Integrated Marketing Communications, Marketing Analytics.

Vice President of Marketing, Workable (B2B SaaS Recruiting Software), Boston, MA, April 2018-Nov 2018

Lead team of 22 marketers in Boston and Athens including SEO, PPC, creative, content, marketing operations, field marketing and marketing automation. Drove improved email marketing practices with 10% higher open rates, increased PPC leads by 40% quarter over quarter and launched 10 additional paid channels. Kickstarted new comprehensive content strategy involving cross-departmental teams.

Implemented marketing automation software and project management software along with first-ever team production schedules leading to improved turnaround time and communication.

Launched first-ever brand campaigns with video and public transportation station takeovers in Boston and London, leading to 15% spikes in goal conversions and 20% spikes in local traffic. Video has more than 1.2M views to date.

Director of Marketing, StudentUniverse (E-commerce Booking Engine), Waltham, MA, July 2015-April 2018

Oversaw marketing budget of \$4.2M annually including mobile app, metasearch partners, paid search, video, events, online advertising, strategic partnerships and more. Marketing spend in the first year decreased 18% YOY while sales were at a 30% growth.

Selected and onboarded digital asset management software, project management software, social monitoring software and a marketing automation provider (HubSpot). Software drastically reduced team errors and improved processes to increase productivity. Email is now a top performing channel showing 41% revenue growth YOY in the last quarter.

Direct Chinese Market Development strategy and plans with 2 dedicated staff. Plans include platforms WeChat, Today's Headline, Baidu and more. Most recent video launch achieved 2M views in the first 2 hours.

Director of Digital Marketing, Overseas Adventure Travel, Boston, MA, September 2014-June 2015

Developed comprehensive email strategy to address significant gap in email and video engagement goals. Within 6 months gap closed from -3k to exceeding goal by 1k.

Overhauled email drip campaigns for various stages of the funnel and key member of cross-departmental integration team for Adobe Campaign.

Director of E-Commerce, TUI NA Education, Peabody, MA, January 2013-August 2014

Created and executed a first-ever common online marketing strategy for TUI's 7 student travel companies across the US and Canada. Strategy included 5 year e-commerce plan for the division.

Implemented HubSpot across all companies along with content marketing plans, social media posting and blogging. Sites had a 20-50% growth in traffic and 20-300% growth in online leads.

Director of Online Marketing, Collette Vacations, Pawtucket, RI, June 2012-December 2012

Developed online marketing plan, lead generation plan and budget for 2013. In preparation for plans, launched large-scale website project and introduced online marketing automation software solution.

Senior Online Marketing Manager, Vista Higher Learning, Boston, MA, June 2011-June 2012

Spearheaded large-scale web project with external agency to consolidate a sales site and marketing site in order to better serve customers and increase search rankings online. Project launched in June 2012 and resulted in a 150% increase in site traffic and 30% increase in store revenue.

Online Marketing Manager, Explorica, Boston, MA, February 2009-June 2011

Led cross-departmental website team responsible for implementation of Explorica's websites for both the US and Canada launched August 10, 2009. Site winner of 2010 Travel Weekly Gold Magellan Award, 2009 Best in Class from Interactive Media Awards and 5 Awards of Distinction from The Communicator Awards in 2010.

Created and executed an online plan to regain Explorica's status as online leader in educational travel. Plan incorporated the latest best practices in search, usability, email and social networking. Referral traffic increased by 20% after launch, and organic search traffic by 72%.

Education

Boston University, Boston, MA, 2002-2005

Master of Science, Mass Communications

Winner of 2004 College of Communications Essay Contest

Gordon College, Wenham, MA, 1995-1998

Bachelor of Arts, Political Studies