

Rachelle M. Gillette

VISIT MY WEBSITE rachellegillette.com

8033 Narcissus Ln N, Maple Grove, MN 55311 | 651-428-3688 | rachelle.m.hager@gmail.com

Experienced marketing professional who successfully develops and executes results-orientated strategic marketing plans. Driven, engaged, and reliable, bringing a wealth of project management expertise as well as forward thinking ideas, a digital-first mindset, and a knack for targeted marketing campaigns with little waste.

AREAS OF EXPERTISE

- Marketing strategy
- Strategic planning
- Project management
- Campaign development
- Advertising
- Relationship building
- Critical thinking
- Go-to-market planning
- Process improvement
- Journey mapping
- Customer experience
- Product launches

SIGNIFICANT ACCOMPLISHMENTS

- Digital investment allocation tool
Managed a cross-functional team to envisage, develop, and launch a groundbreaking investment allocation insights tool. It provides a digital platform for financial advisors and their clients to research and determine which investment strategy best fits their needs.
- Consumer brochure redesign
Identified an opportunity to increase the effectiveness and efficiency of consumer product brochures. Presented my proposal to executive leadership, who gave it accolades. Then managed the implementation, ensuring a seamless transition and saving the company over \$25,000 annually in production costs.
- Benefits of annuities kit
Collaborated with distribution, actuarial, and creative teams to transform an existing marketing piece into an award-winning kit with customer focused materials. Determined simple ways to present complex investment concepts from tax deferral to interest crediting methods. This kit earned the American Inhouse Design Award.

EXPERIENCE – Allianz Life Insurance Company of North America

Marketing Manager (6/2014– present)

- Create high-impact integrated marketing plans that align with company and departmental objectives and provide measurable results
- Manage the development and implementation of marketing campaigns and product initiatives by defining the segmentation strategy, creating journey maps, determining an appropriate paid/owned/earned media mix, and developing lead generation strategies
- Direct and support appropriate market research and consumer testing
- Supervise the execution of marketing campaign and product launch tactics, guiding the creative development process, coordinating required approvals, and ensuring timely and accurate implementation
- Utilize metrics to make data-driven decisions to optimize campaigns and maximize engagement
- Plan and manage channel budget, leveraging appropriately through various initiatives

Marketing Specialist (7/2011 – 6/2014)

- Provided effective marketing support and communications for various company and product initiatives
- Collaborated with distribution and training to develop, implement, and market new sales tools
- Inspired creative services to produce and deliver new, creative and impactful marketing materials

Marketing Associate (11/2007 – 7/2011)

- Improved and maintained hundreds of existing marketing materials while ensuring accuracy and effectiveness
- Built positive working relationships with distribution, actuarial, legal, ad review, supply, and filing teams
- Provided product information to and maintained relationships with external vendors

Internal Sales Representative (5/2007 – 11/2007)

- Assisted financial professionals with marketing strategies, product positioning, and business plan development
- Supported upper management and trainers by providing sales and marketing trends
- Recognized for being a top 3 performer for 3 months and received 3 awards for going above and beyond

Quality Assurance Representative (2/2006 – 5/2007)

- Conducted reviews of data entry done by Contracting and Licensing Specialists to ensure accuracy
- Identified trends and issues and worked with management to develop action plans to improve quality
- Analyzed reports based on compliance scorecard and internal audit findings

Licensing Specialist (4/2005 – 2/2006)

- Added and updated financial professionals' licenses and appointments, processed terminations
- Coordinated workload for the team and trained new employees

EDUCATION

Bachelor of Business Administration from the University of Minnesota Duluth | Marketing + Communications

Life, Accident & Health insurance license for the state of Minnesota | License number: 40028253 | Issue Date: 5/22/2007

Series 6 license through Financial Industry Regulatory Authority | License number: 5849654 | Issue Date: 11/22/2010

COMPANY INVOLVEMENT

Member – Allianz NEO (advocating for women through networking, engagement, and opportunities)

Member – Allianz Pride (supporting the LGBT+ community)

Member – Data Analytics Community (fostering collaboration and the understanding of how analytics can shape and improve business)