

Racheal Donovan

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PROFESSIONAL SUMMARY:

I am a CFP® student aspiring to change careers and join the financial services industry. As a digital marketing expert I am looking to apply my knowledge and experience of driving holistic enterprise value through marketing, analytics, and technology services for business clients towards a successful career of wealth and investment management where I can have a greater impact on both individuals and the community.

PROJECTS:

- **CFP® Certification Education Program:** Have completed first CFP® course, and am currently enrolled in the second education course with plans to take the exam within 2 years
- **CFO of household:** Enjoy management of personal household budgets, savings, and expenses via tools such as First Step Cash Management (courtesy of our own CFP The Learning Center) and extensive Google Sheets and homemade templates

PROFESSIONAL EXPERIENCE:

- **Ovative group** – Minneapolis, MN *July 2013 - August 2019*
Digital Media Manager (September 2016 – August 2019)
 - Responsible for enterprise-level (online + offline) strategy + execution of digital media campaigns with annual budgets up to \$7M across both ecommerce and lead-gen verticals, specializing in women's retail and non-profit community engagement SEM, driving both online and enterprise Cost Per Action or ROI results
 - Partnered with other marketing channels and measurement team to provide holistic view and recommendations, increasing our comprehensive digital media budget +40% by proving the enterprise impact of digital media was being undervalued by 150% through connecting digital consumer behavior to in-store customers
 - Provided regular and ad hoc reporting + analysis using a combination of tools such as platform, Excel, Tableau, Adobe, and Google Analytics, and delivering strategic recommendations in a variety of formats dependant on the stakeholder including via Outlook email, Powerpoint, Word, and Google Docs or our weekly client calls
 - Curated strong relationships with clients built on mutual trust and driven results by building rapport during weekly calls, taking time to understand client goals and motivations, and delivering clear and succinct strategy recommendations while anticipating and addressing any questions or concerns
 - Worked closely with other teams to maximize program effectiveness, identifying collaboration opportunities such as uniform messaging with social media, and cost savings via quality score improvement from organic optimizations
 - Responsible for vendor relationships with Google, Microsoft, and Kenshoo
 - Performed quarterly internal audits across clients to ensure best practices being followed and identify roadmap opportunities
 - Led and developed a team of analysts and interns, utilizing weekly check-ins and project management platform Asana to ensure driving both client performance + professional growth

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Digital Media Analyst/Sr. Analyst, Ovative group (July 2013 – September 2016)

- Ran day to day management and optimization of client SEM programs as well as weekly and monthly reporting and continually testing new betas and other features
- Supported in the development of client facing solutions and deliverables
- Heavy data analysis of SEM program performance across multiple clients

- **hibu** – Cedar Rapids, IA *September 2011 - July 2013*

Associate Campaign Analyst (June 2012 – July 2013)

- Managed a combined annual budget of \$1.4M for 220+ local SEM and SEO campaigns across a variety of industry verticals with goal of driving leads while minimizing Cost Per Action
- Created and presented custom reports based on analytics, optimizations, and recommendations to SEM clients on a monthly basis

Search Engine Marketing Campaign Coordinator (September 2011 – June 2012)

- Provided campaign management support and high quality customer service to both customers and sales staff through effective written and phone communication

- **Drake University College of Business** – Des Moines, IA

Research Assistant (August 2010 – May 2011)

- Supported Drake Marketing Professor Dr. Adkins with her consumer marketing research on the effects and marketing implications of children acting as language brokers for their non-English speaking parents

EDUCATION:

- College for Financial Planning - A Kaplan Company
 - First course completed April 2020
- Drake University: Des Moines, Iowa
 - Bachelor of Science in Business Administration
 - Marketing major with minor in Psychology
 - Graduated Magna Cum Laude
 - Presidential Scholar
 - President's List
- James Cook University: Townsville, Queensland, Australia
 - Semester Abroad Fall 2010

LEADERSHIP, AWARDS, and COMMUNITY INVOLVEMENT:

- Member of FPA of MN
- Clothes Together community outreach providing free coin laundry once a month
- Drake CBPA Leadership Council
- Graduate of Don Adams Leadership Academy
- Girl Scout Gold Award
- Miss St. Louis Park, Community Ambassador Program

TECHNOLOGY EXPERIENCE:

Experience with First Step Cash Management, MS Office Suite, including Microsoft Word, Excel, PowerPoint, Access, and Outlook, and working knowledge of Google Analytics, Adobe and Tableau. Experience with marketing technologies Google Ads, Microsoft Ads, and Kenshoo.