

RACHEL S. SCHULTIES

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PROFESSIONAL EXPERIENCE

Marketsmith Inc, Whippany NJ
Chief Operating Officer

August 2019 - August 2023

- **Strengthened Employee Retention:** Elevated average employee tenure to an impressive 5.2 years. Improved staff morale and reduced turnover rates through mentorship of leadership, formalized hiring and training protocols, and a continuous employee feedback loop
- **Boosted Profit Margin by 8%:** Achieved an 8% increase in profit margin by seamlessly integrating technology and eliminating operational redundancies, resulting in streamlined processes
- **Sustained Annual 20% Organic Revenue Growth:** Maintained consistent organic revenue growth of up to 20% annually by facilitating monthly leadership meetings and providing key executives with opportunities for long-term planning and growth strategy development
- **Improved Forecasting Accuracy:** Deployed a robust accountability process for account management, resulting in a 20% increase in forecasting accuracy and revenue planning reliability
- **Implemented Operational Excellence:** Instituted a culture of operational excellence within a 100% remote workforce. Launched a comprehensive agency-wide project management initiative that fostered transparency and yielded substantial efficiency gains

Digital Media Solutions, Paramus NJ
EVP, DMS Digital Agency

November 2017 - August 2019

- **Consistent Inc 5000 Recognition:** As an instrumental executive team member, played a pivotal role in positioning the company as the "fastest growing independent performance marketing company," propelling five consecutive years of Inc 5000 recognition
- **Cultivated Senior Leadership Relationships for Client Growth:** Fostered and cultivated strategic relationships with senior leadership of key clients, resulting in an impressive client retention rate of 95%
- **Introduced Accountability Measures for Enhanced Performance:** Implemented a new level of accountability among direct reports by creating customized growth plans, establishing team-level objectives, conducting regular one-on-one meetings, and fostering a collective-minded management approach
- **Utilized Data-Driven Customer Acquisition Strategies:** Harnessed data and third-party segmentation tools to drive scalable and dependable customer acquisition initiatives for all clients
- **Directly Reported to COO for Financial Accountability:** Held the position of direct report to the COO and maintained accountability for presenting company financials to investors on a quarterly basis

Sparkroom, Paramus, NJ

May 2012 - November 2017

Demonstrated consistent capacity to understand clients' business, performance objectives and industry. Garnered reputation as a highly analytic and a forward thinking leader.

- Vice President Account Services
- Account Supervisor
- Account Director
- Sr. Media Strategist

Sigma Group, Upper Saddle River, NJ

February 2008 - May 2012

Became a key part of the clients' main source or knowledge for competitive insights and advisement.

- Account Manager
- Account Executive

Karlitz & Company, New York, New York

May 2007 - February 2008

Managed complex event logistics, managing a team of on-site coordinators while directly managing 20+ sponsor relationships.