

RACHEL BJERSTEDT

Southwest (Minneapolis)Suburbs | 214-907-0165 | rachel@marketplacemaven.com

MARKETING & GTM LEADER | BRAND, REVENUE & ORGANIZATIONAL TRANSFORMATION

Strategic marketing executive with 15+ years of experience leading integrated marketing, brand, digital transformation, and revenue growth initiatives across education, publishing-adjacent, SaaS, healthcare, and technology organizations. Known for building scalable marketing organizations, aligning cross-functional teams around shared business objectives, and translating complex products and missions into compelling, audience-centered narratives.

Brings a strong hybrid leadership approach that combines executive-level strategy with hands-on operational execution. Deep expertise in enrollment and education marketing, multi-brand environments, marketing operations, digital product ecosystems, content strategy, and data-driven decision-making. Experienced in leading organizational transformation, developing centralized marketing functions, managing seven-figure budgets, and driving measurable pipeline and brand growth.

CORE COMPETENCIES

- Executive Marketing Leadership
- Strategic Planning & Organizational Alignment
- Brand Strategy & Market Positioning
- Integrated Marketing Communications
- Professional Services Marketing
- Revenue Operations & Systems Thinking
- Cross-Functional Team Leadership
- Stakeholder & Executive Communications
- Marketing Operations & Process Improvement
- Data-Driven Decision Making
- Budget Management & Resource Allocation
- Public Relations & Corporate Narrative
- Thought Leadership Development
- Client-Centered Marketing Strategy
- Change Management & Organizational Influence
- Team Development & Mentorship
- Market Research & Competitive Analysis
- Go-to-Market Strategy
- Marketing Performance Measurement
- Business Development Collaboration

EDUCATION & CERTIFICATIONS

MBA – Marketing

University of Phoenix, Dallas TX | June 2006

BA – Screenwriting

Metropolitan State University, St Paul, MN | December 2003

Certifications

Revenue Operations Certified – Hubspot (2025)

Digital Marketing Certified – Hubspot (2022)

Digital Advertising Certified – Hubspot (2022)

Certified ScrumMaster® – Scrum Alliance (2016)

CAREER HIGHLIGHTS

Fractional CMO & Revenue Strategy Consultant | Marketplace Maven 7/2008 – Present

- Led integrated marketing and go-to-market initiatives spanning brand positioning, messaging strategy, digital transformation, enrollment marketing, CRM architecture, automation, content strategy, and lead generation systems.
- Designed and implemented scalable marketing and revenue infrastructure, including CRM ecosystems, cross-functional workflows, reporting frameworks, conversion tracking, and operational accountability systems.
- Helped organizations identify and reduce operational friction by improving alignment between marketing, sales, leadership, enrollment, and customer communication processes.
- Served as both executive strategist and hands-on operator, translating high-level business goals into executable systems, campaigns, workflows, SOPs, and measurable operational improvements.

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- Guided organizations through periods of growth, organizational transition, and marketing transformation, balancing long-term brand development with immediate revenue and operational priorities.
- Advised executive teams on audience strategy, customer journey design, market positioning, messaging clarity, and cross-department operational alignment.
- Built integrated reporting and visibility frameworks that improved pipeline transparency, performance measurement, forecasting, and strategic decision-making across leadership teams.
- Frequently operated within lean and rapidly evolving environments requiring adaptability, prioritization, executive communication, and cross-functional leadership

Director of Marketing | Excel Education Systems

9/2024 - 2/2026

- Led integrated marketing and brand strategy across three education brands and the corporate parent organization, aligning messaging, enrollment objectives, digital experience, and organizational positioning across diverse audiences and programs.
- Operated as a cross-functional strategic lead across marketing, enrollment, executive leadership, and operations within a multi-brand education ecosystem.
- Built and optimized centralized marketing systems integrating SEO, paid media, analytics, CRM workflows, automation, and conversion strategy to improve visibility, operational efficiency, and organizational alignment.
- Directed enterprise website strategy and delivery across five organizational brands simultaneously, balancing unique audience needs with enterprise-wide brand consistency and user experience standards.
- Developed scalable communication structures and operational workflows that improved collaboration, reduced silos, and strengthened execution across departments and leadership teams.
- Partnered directly with executive leadership to align brand strategy, enrollment growth priorities, communications, and long-term organizational goals.

Director of Marketing | Whooster, Inc

8/2022 - 9/2024

- Led integrated marketing, brand, and go-to-market strategy for a B2B/B2G technology company serving investigative, public-sector, and enterprise audiences.
- Directed enterprise brand and messaging transformation initiatives, translating complex data, investigative, and analytics products into clear, trusted, audience-centered communications.
- Partnered closely with executive leadership to align marketing strategy, product positioning, revenue objectives, and long-term organizational growth priorities.
- Built and operationalized a centralized marketing infrastructure, including HubSpot CRM transformation, campaign workflows, reporting dashboards, lead management processes, and cross-functional communication systems.
- Improved organizational visibility and decision-making by developing scalable reporting frameworks that aligned marketing, sales, and leadership around shared KPIs, pipeline visibility, and operational accountability.

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Director of Digital Marketing | Saint Mary's University of Minnesota

8/2021 - 8/2022

- Led integrated enrollment marketing strategy across multiple academic programs and audiences, aligning digital, print, direct mail, social media, and marketing automation initiatives with institutional growth objectives.
- Partnered closely with academic leadership, enrollment teams, and executive stakeholders to strengthen program positioning, audience targeting, and student-focused messaging across undergraduate, graduate, and professional education offerings.
- Developed and executed data-informed lead generation and enrollment marketing strategies that improved lead quality, conversion visibility, and marketing performance across channels.
- Directed annual lead generation investments exceeding \$1M, optimizing budget allocation, campaign effectiveness, and cost-per-lead performance through forecasting and performance analysis.
- Built enrollment forecasting and reporting frameworks to improve strategic planning, decision-making, and visibility into conversion performance and recruitment outcomes.
- Led marketing automation and operational workflow initiatives that improved communication consistency, operational transparency, and cross-functional collaboration between marketing and enrollment teams.
- Oversaw integrated digital marketing initiatives including website strategy, SEO, paid media, content development, CRM workflows, email marketing, and audience engagement campaigns.
- Helped translate complex academic programs, outcomes, and institutional value propositions into clear, audience-centered communications that supported enrollment and brand objectives.

US & Digital Marketing Manager | Magstim, Inc

8/2019 – 3/2020

- Led U.S. digital marketing and website strategy for a global behavioral health and medical technology organization operating within highly regulated healthcare environments.
- Partnered with cross-functional stakeholders to strengthen brand positioning, customer communication, and audience trust across clinical, professional, and patient-facing audiences.
- Directed website redevelopment and digital experience improvements focused on messaging clarity, usability, education, and long-term customer engagement.
- Translated complex neuromodulation and behavioral health concepts into clear, ethical, audience-centered marketing and educational communications.
- Supported integrated marketing initiatives spanning digital campaigns, customer education materials, sales enablement, and content development.
- Conducted market and audience research to inform positioning, communication strategy, and customer engagement approaches within a specialized healthcare market.
- Developed concierge-style communication and support frameworks designed to improve customer experience, education, and long-term adoption.

Director of Marketing | National American University

6/2017 - 11/2018

- Directed integrated marketing operations and enrollment-focused campaigns across a multi-campus higher education organization serving diverse student populations throughout the United States and Canada.
- Led cross-functional marketing strategy spanning audience development, campaign execution, creative direction, enrollment communications, and performance reporting across multiple departments and stakeholders.
- Developed and implemented conversion attribution and reporting frameworks that improved visibility into marketing performance, enrollment outcomes, and strategic decision-making across the organization.

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- Managed multi-department marketing budgets exceeding \$1M, aligning investment strategy, campaign performance, and operational priorities with institutional growth objectives.
- Built audience segmentation and persona frameworks to strengthen messaging relevance, campaign targeting, and communication effectiveness across varied geographic and demographic markets.
- Partnered with executive leadership to align marketing initiatives with enrollment goals, institutional priorities, and long-term organizational strategy.
- Oversaw creative concept development and integrated campaign execution for national undergraduate marketing initiatives, balancing brand consistency with audience-specific messaging needs.
- Designed and strengthened operational structures, workflows, and accountability systems within the marketing function to improve collaboration, execution, and team alignment.
- Hired, managed, and developed cross-functional marketing personnel while fostering collaboration, adaptability, and performance accountability across teams.
- Supported organizational transformation initiatives by improving operational visibility, marketing coordination, and cross-department communication processes.

TECHNICAL SKILLS

Marketing Technology & RevOps

- HubSpot CRM & Revenue Operations
- Marketing Automation & Lead Nurturing
- CRM Architecture & Systems Integration
- Lead Attribution & Conversion Tracking
- Pipeline Visibility & KPI Reporting
- Revenue Funnel Optimization
- Salesforce, HubSpot, Microsoft Dynamics, NetSuite

Analytics, Reporting & Business Intelligence

- Marketing Performance Analytics
- Executive Dashboards & KPI Reporting
- Forecasting & ROI Analysis
- Audience Segmentation & Behavioral Insights
- Data-Informed Decision Making

Creative, Content & Communication Tools

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Brand Messaging & Content Systems
- Thought Leadership Content Development
- Microsoft Office Suite (Excel, PowerPoint, Word, Visio)

AI, Automation & Digital Systems

- AI-Assisted Content & Workflow Systems
- Agentic Workflow Design & Process Automation
- Conversational AI & Chatbot Implementation
- Prompt Engineering & AI-Augmented Operations
- Automation Logic & Cross-Platform Workflows
- CMS & CRM Ecosystem Architecture
- Digital Infrastructure & Systems Mapping

Web, UX & Digital Platforms

- Website Strategy & Information Architecture
- WordPress, Drupal & CMS Administration
- UX Strategy & Conversion Optimization
- SEO & Organic Search Strategy
- Paid Media & Multi-Channel Campaign Management
- HTML/CSS Fundamentals

Cross-Generational Technology Fluency

- Dreamweaver
- Flash (RIP)
- Windows 95
- Netscape Navigator