

Gina Raebel, MBA

2014-2020 Senior Director, Global Brand Marketing & Corporate Communications - FUJIFILM (Bothell, WA)

- Responsible for global brand, marketing and communication strategies.
- Managed public and media relations to ensure consistently favorable positioning and alignment with corporate mission, vision and core values.
- Collaboratively partnered with healthcare policy makers, industry thought leaders and legislators to maximize organizational and investment efforts.
- Developed multichannel go-to-market plans for product and service commercialization.
- Created direct marketing and digital demand generation strategies including SEM, SEO, social media, email, mobile and app advertising.
- Lead web and application developers, creative producers, graphic designers, content marketers, and project managers to effectively execute operational plans.

2012-2014 Marketing Director – TUI: Europe Express, Go-today & BMIT (Bothell, WA)

- Increased margins through budget management and collaboration with product teams and European suppliers for offer development and promotional scheduling.
- Implemented strategy for complete fiscal turnaround that exceeded revenue targets by >300% by terminating existing insertion orders and establishing profitable advertising partnerships.
- Developed comprehensive marketing plan for NFL On Location as exclusive tour operator which allowed for 6x YoY increase in travel agent bookings.
- Negotiated contract agreements with preferred consortia partners and managed all tourist board relationships enabling 45% B2B growth.
- Responsively redesigned and optimized three ecommerce websites which increased online conversions by 80%.

2011-2012 Marketing Campaign Manager – SonoSite (Bothell, WA)

- Turned customer acquisition, demand generation and account-based marketing into measureable and repeatable automated processes utilizing activity driven content through Eloqua and Salesforce.com.
- Developed messaging and positioning for product launches, end-of-life and install-base upgrade, and disposable fulfillment programs.
- Created public relations strategy, media outreach plans and developed crisis communication framework.
- Managed lead qualification partners and inside sales representatives.

2010-2011 Market Development Manager – SonoSite (Bothell, WA)

- Developed strategic segment marketing initiatives for emerging and existing global markets.
- Increased revenue by 35% through interactive digital campaign development, mobile app marketing, sales tool creation, and targeted lead nurturing.
- Negotiated corporate sponsorships and strategic residency alliances.
- Enabled collaboration of marketing and field sales teams through the development of customized CRM web-based tools and templated email and promotional communications.

2006-2009 **Marketing & Sales Director - Potting Shed Creations (Troy, ID)**

- Built a focused customer acquisition and retention team from the ground up that specialized in new and direct media, affiliate marketing and portal management.
- Increased online revenues 375% through creation and execution of B2C and B2B e-commerce strategy.
- Managed website redesigns, promotional calendars, newsletter campaigns and order fulfillment.
- Implemented company-wide sustainability initiative, from minimally packaged product designs, to sourcing renewable raw materials within the US, to using eco-conscious packing materials.
- Developed and executed domestic and international marketing campaigns including paid search, affiliate programs, brand management.
- Created custom corporate incentives and retail point-of-purchase programs.
- Oversaw creative product research design/development. Established comprehensive COGS overhaul and implemented pricing structure that optimized margins.

2001-2006 **Advertising & Media Relations Manager – NRS (Moscow, ID)**

- Developed domestic and international ecommerce strategy including SEM content strategy that leveraged analytics to optimize campaigns and improve online customer experience.
- Created public relations team to develop industry relationships and increase media exposure through press releases, product reviews and media kit distribution.
- Designed all print and television advertisement layout and generated messaging.
- Managed print and online advertisement placement, affiliate programs, shopping portals and site support services.
- Performed financial forecasting and market analysis to facilitate global brand awareness efforts.

Education

MBA, Washington State University

BS, Business Administration & Marketing, University of Idaho

Eloqua B2B & Revenue Lifecycle Master, Oracle University

HubSpot Inbound Marketing Certification

Mini-MBA, Digital Marketing, Rutgers University

Registered Yoga Teacher (RYT-200), The Center for Yoga of Seattle

Recommendations

<https://www.linkedin.com/in/gina-raebel-mba-1883721>