

Ali Rastiello

2258 Sungate Dr. • New Braunfels, TX • 832.253.6632

ali@rastiello.com • [linkedin.com/in/alirastiello](https://www.linkedin.com/in/alirastiello) • alirastiello.com

RESULTS-DRIVEN MARKETING LEADER

Unwavering get-things-done attitude - deep passion for creating emotional connections through words and images. 20 years of experience and an exceptional eye for detail with proven results in revenue growth and brand loyalty. Expertise includes:

- Creating strong, revenue-driving demand generation campaigns
- Utilizing automation, CRM and CMS technologies to drive outstanding customer experiences
- Hands-on leader who can get in the weeds while continually driving the big-picture vision resulting in engaged, high-performing teams
- Ability to identify and craft persuasive content that inspires action

TECHNOLOGY SKILLS

Worked in or directly managed teams that utilized the following technologies for campaigns, design, development, tracking and collaboration:

- Marketo
- Salesforce
- Integrate
- Smartsheet
- Google Analytics
- WordPress
- Ready Talk
- Adobe Creative Cloud
- JIRA

PROFESSIONAL EXPERIENCE

Rackspace

Sr. Manager, US Marketing

San Antonio, TX

11/2014 – Present

- Global leader of marketing automation platform and strategy
- Increased operational productivity by adding process and structure to program builds for all US and international teams
- Performed de-duplication effort to cleanse the database and reduce cost of platform by over \$55k per year. Overall operating cost reduction for team over 2 years: \$400k
- Created and implemented lead scoring; establishing funnel stages and lead routing processes
- Worked with sales to establish follow-up SLA's and gather feedback on MQL's creating improvements to marketing programs
- Standardized templates for emails, landing pages and program builds to increase productivity, lessening execution time and mistakes
- Built a highly engaged and productive team of 5 full-time employees and 4 agency contractors directly reporting to me in the US
- Outlined standard operating procedures for international teams to work independently, allowing them to easily localize assets and execute global programs
- Consulted all campaign teams on best practices for email, landing pages, content and strategy to improve conversion rates
- Team performance drove 11x ROI towards \$255k in monthly marketing-sourced bookings
- 2015 Rackstar – Awarded for outstanding performance in Marketing

Programs Manager, Acquisition Marketing

11/2012 – 11/2014

- Created demand generation programs to target Mid-Market and Enterprise segments
- Worked with vendors to design digital assets, direct mail campaigns and event signage that drove a 5x ROI and 15% contribution to pipeline
- Acted as team lead, mentoring junior members and planning team-building activities
- Wrote and executed email nurture tracks to push leads through the marketing funnel

Programs Manager, Customer Marketing

12/2011 – 11/2012

- Created cross-sell/up-sell outbound marketing campaigns giving sales teams incentives to call out on customers
- Acted as the "voice" to the SMB customer base. Wrote/reviewed/edited all marketing and operational communications to the customer base
- Crafted communications regarding a corporate rebrand resulting in the customer base embracing the changes and not churning, as originally predicted

**Global Broadcasting
Manager, Advertising and Operations**

**Houston, TX
01/2011 – 08/2011**

- Implemented commercial trafficking and revenue tracking process for a startup news TV station

**The Planet (Now a part of IBM)
Associate Manager, Marketing Communications**

**Houston, TX
06/2007 – 12/2010**

- Responsible for all execution of marketing deliverables and brand management
- Crafted, designed and deployed all email marketing campaigns
- Launched the Marketo platform and deployed first lead nurturing campaign in 2010 when Marketing Automation as a practice was still in its infancy
- Completed all deliverables for a company rebrand and new business unit launch including a new website/shopping cart as well as digital, print and promotional assets in 6 months
- Launched the onsite customer briefing program resulting outstanding customer experiences, revenue increases and churn prevention

EDUCATION

BFA, Radio/TV/Film – Sam Houston State University