

Rebecca Mae Cichelli

Demand Gen & ABM Marketing

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Experience

Sr Marketing Manager | Bluedot San Francisco, CA | April 2018 – Present

- Currently 8.2% over qualified pipeline goal for 2021.
- Generated 34% of qualified pipeline in 2020 while decreasing our budget significantly.
- 28% increase in content downloads by 28% from 2020 year over year.
- Managed marketing campaigns via online content creation, automated nurture programs, social media, digital ads, SEO, direct mail, PR releases, and events.
- Led cross-functional ABM program and B2B enterprise demand gen initiatives.
- Worked with Product team on naming, go-to-marketing strategies and launch of new products.

Assistant AD of Marketing | USF Athletics SF, CA | Oct. 2016 – March 2018

- Managed 22 undergraduate and graduate student staff.
- 42% increase in avg. ticket sales and 22% increase in avg. game attendance year over year.
- 513% increase in email conversions, 20% increase in opt-in database, 14% increase in web traffic.

Marketing Consultant | VOKE Inc. (Intel) Santa Clara, CA | March 2016 – Sept. 2016

- Established branding guidelines and corporate identity of Virtual Reality start up (now Intel).

Adjunct Professor | University of SF San Francisco, CA | April 2015 – Jan. 2016

- Developed online coursework for Ticketing and Online Engagement in Sports courses.
- Implemented video, graphic design, site layout, and site usage analytics to improve student engagement and coursework comprehension.

Product Marketing Manager | BioAge Melbourne, AUS | Jan 2013 – March 2016

- 63% increase in test form submissions between 2013 and 2015.
- Redesigned user-facing website, test forms, and online resource library for administrators.
- Worked across departments to rebuild the database and launch API strategy.
- Managed celebrity brand ambassador partnerships and integrated marketing campaigns.

Education

University of San Francisco Masters, Sport Management | 2012

New College of California BA, Humanities | 2006

Volunteer

Board Member | North Oakland Community Charter School July 2021 – Present

East Bay Leader | Trail Sisters Running Group May 2021 – Present

USF Alumni Mentor | University of San Francisco Oct 2019 – Present

Guest Lecturer | University of San Francisco, Seattle University May 2017 – Present