

# REBECCA ACTON

SEASONED BRAND  
STRATEGIST AND DIGITAL MARKETER



Racton5813@gmail.com



Boston, MA



/RebeccaActon2024

## TECH SKILLS

SEMRush

Basecamp

Userinterviews

Userbrain

Function Point

HotJar

HubSpot

Sprout Social

Monday

Teams

Power Bi

## EDUCATION

|| BS Marketing  
Speech Communications Minor  
Penn State University

## PROFESSIONAL OVERVIEW

A dynamic brand and digital strategist with fifteen years of experience crafting innovative solutions for clients across various industries, including high education, non-profit, fintech, and healthcare.

I am a highly positive and collaborative marketer who is driven by achieving results. I possess a proactive, can-do attitude that enables me to tackle challenges head-on and contribute effectively to any team.

My passion lies in the art of branding and brand building, where I am driven to not only cultivate brands but also to propel a brand's growth trajectory, fostering resonance, loyalty, and sustained expansion within its respective market.

## WORK EXPERIENCE

### Senior Director of Accounts

*Boston Digital | February 2023 – Present*

- Developed brand strategies for clients in higher education, healthcare and fintech.
- Managed projects consisting of market research, large-scale website design and development, digital strategies, and execution, as well as rebranding efforts.
- Worked closely with creative director to ensure creative output was on brand and high quality.
- Worked closely with VP of strategy on all strategic development: market research, brand, and messaging strategies.
- Planned and executed fully integrated lead generation campaigns and content strategies.

### Brand Marketing Director

*CrunchTime! Information Systems | February 2022 – October 2022*

SaaS based software company servicing back-of-house restaurant operations.

- Managed agencies responsible for social media and paid search.
- Led demand generation and campaign development including digital strategy execution (SEO, SEM, social media), as well as trade show management. Responsible for content and campaign leads.
- Acted as brand strategy steward in charge of rebranding to developing new brand voice, brand standards and refined messaging based on updated brand positioning.

### Director of Digital Marketing

*Matter| PR & Integrated Marketing Agency | Boston, MA | March 2018-July 2020*

- Responsible for brand strategy and messaging strategy development, as well as digital strategy development and execution for all clients.
- Managed team of over ten account managers and digital specialists to service over fifteen to twenty clients ranging from start-ups, B2B, non-profit, B2C, supply chain, and medical technology industries. Projects consisted of paid media execution, website development, SEO/SEM planning, and social media program planning.

# REBECCA ACTON

S E A S O N E D   B R A N D  
S T R A T E G I S T   A N D   D I G I T A L   M A R K E T E R

## MARKETING SKILLS

Strategic Planning  
Brand Strategy Development  
Digital Strategy Development  
Messaging Development  
Competitive Audits  
Content Development  
Social Media Management  
Lead Generation Planning  
ROI Measurement  
Creative Assessment

## EXTRA

|| **Health Coaching  
Certificate**  
Wellness in the Workplace  
Institute of Integrative  
Nutrition

|| **Volunteer**  
Sierra Club  
Our Neighbor's Table  
Storm Surge

## WORK EXPERIENCE CONTINUED

### Brand Strategist

*Stackpole | Branding Agency | Newburyport, MA | 2015 – 2018*

Industries: Fintech, banking, legal and healthcare

- Brand steward for all client brands; responsible for ensuring consistency in messaging and creative deliverables across client's marketing mix.
- Responsible for brand strategy development, including writing and executing brand positioning, as well as messaging architectures.

### Account Director

*Stackpole | Branding Agency | Newburyport, MA | 2004 - 2012*

- Responsible for building and maintaining strong client relationships, as well as growing existing client business.
- Responsible for management of media planning and subsequent digital and traditional campaign results.
- Responsible for fiscal management of all accounts, including budget, proposals, budget management, and ROI.

### Account Supervisor

*Ogilvy | Global Advertising Agency | NY, NY | 2000-2002*

Clients: IBM, AT&T Wireless, Outward Bound

- Manager of all business-to-business brand advertising, including TV, print, radio, and digital.
- Collaborated closely with acclaimed Creative Directors to champion innovation creative concepts across diverse platforms including TV, print, digital and radio. Advocated vigorously for compelling creative visions and ensured their seamless executions.

## PROFESSIONAL DEVELOPMENT

### Coursera

Social Media, Digital Analytics, HubSpot Certifications

### Ethics in Advertising Training

Ogilvy Toronto, Canada

### Mass Art/Graphic Design Certification Courses Earned

### Parsons School of Design Courses Earned