

# RACHEL INSLER

STRATEGIC MARKETING LEADER

 646.522.6301

 rachel.zoe.insler@gmail.com

 New York City

 linkedin.com/in/rzinsler

## EDUCATION

### BROWN UNIVERSITY

Providence, RI

*B.Sc. with Honors in Cognitive Neuroscience, 2002*

### COLUMBIA UNIVERSITY

New York, NY

*M.A. in Experimental Psychology, 2007*

### FRENCH CULINARY INSTITUTE

New York, NY

*Grand Diplôme, Pastry, 2007*

## SKILLS

Brand Strategy & Management

Team Leadership

Developing & Retaining Talent

Cross-Functional Project Management

Digital Marketing

Email Marketing

Social Media

Ecommerce

Hospitality CRM

Strategic Partnerships, Sponsorships, & Collabs

Creative Process Management

Agency Management

Data Analysis

## PROFILE

Innovative, data-driven, customer-centric marketing leader with a proven track record driving growth for brands across multiple industries including hospitality, wine, entertainment, tourism, and consumer products. I help businesses grow through a balance of strategic planning, ROI focus, storytelling, and “get it done” operational pragmatism. Positive by nature, I take pride in building collaborative, empowered, high-performing teams that can overcome tough challenges.

## PROFESSIONAL EXPERIENCE

### GENERAL ASSEMBLY, NEW YORK, NY

Data Science Immersive Course Participant | Feb 2021 – May 2021

- Expanding my data analytics & customer insights capabilities in a full-time immersive course focused on acquiring, cleaning, and exploring large datasets using Python & SQL
- Using machine learning models, worked with a team of data scientists on a pro bono project to develop, execute, and implement an interactive borrower screening tool designed to improve efficiency for a microfinance institution

### CITY WINERY, NEW YORK, NY

Vice President of Marketing | Jan 2020 – Dec 2020

- Oversaw all B2C and B2B marketing and ecommerce functions for a unique and growing concept with diverse verticals including concerts, wineries, restaurants/bars, & private events
- Led & developed a team of marketers, creatives, and agency partners to plan, analyze, & execute multichannel marketing & advertising efforts in 12 locations across eight cities
- As COVID-19 crisis paralyzed core business, rapidly created go-to-market plans, promoted, launched, and scaled new businesses that have sustained the company, including DTC wine e-commerce, wine club, virtual tastings & private events, and a music streaming platform, deploying agile test & learn approach
- Navigated COVID communications strategy for the brand, resulting in positive national media attention and sustained guest loyalty and support
- Developed and implemented successful opening marketing plans for two new locations during the pandemic
- Transformed siloed, location-based marketing organization into smaller centralized team, improving efficiency, effectiveness, and consistency of messaging across all customer touchpoints. Proud to have kept my team focused, motivated, entrepreneurial, and successful throughout the crisis.
- Increased wine e-commerce sales 10x through improved offerings, direct marketing, promotional strategies, improved UX, and conversion gains
- Sourced, negotiated, and managed a portfolio of partnerships, sponsorships, and co-marketing activities with real estate partners, sports/stadiums, innovative tech/service providers, scaled marketers, and others
- Drove key philanthropic initiatives, including local meal deliveries, special-edition wine labels, and donation-based multi-artist streaming concerts benefiting partner charities

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## SPEAKING ENGAGEMENTS

*Five Ways to Make Your Email More Awesome*  
Emma Email Marketing Webinar, Jul 18

*The 360 Experience: Exceptional Customer Service from Online to Table*  
Marketing United Conference, Nashville, TN, Apr 18

*The power of personalization: Delivering an unmatched experience from inbox to table*  
Venga Hospitality Roundtable, Washington D.C., Jan 18

## PROFESSIONAL DEVELOPMENT

*WSET Level 3 Advanced Certificate with Merit*  
Wine & Spirits Education Trust

*Introductory Sommelier Certification*  
Court of Master Sommeliers

*Intensive Boot Camp Certificate of Achievement*  
Murray's Cheese

*Apprenticeship with Master Chocolatier Keith Hurdman*  
Melt Chocolates, London, UK

## PROFESSIONAL EXPERIENCE CONT.

PATINA RESTAURANT GROUP (DELAWARE NORTH), NEW YORK, NY

Senior Director of Marketing | Oct 18 – Dec 19

Director of Marketing | Apr 16 – Sep 18

Senior Marketing Manager | Mar 15 – Mar 16

Marketing Manager | Nov 13 – Feb 15

- Led and developed a team of marketing professionals to plan, execute, and analyze all marketing efforts for a diverse portfolio of 20+ dining and lifestyle brands across multiple locations, ranging from fine dining at Lincoln Ristorante to grab-and-go and office catering at Cucina & Co. to a world-famous attraction in The Rink at Rockefeller Center
- Oversaw key digital marketing initiatives for PRG's 60+ brands nationally, including e-mail, CRM, website, social media, paid media, online/kiosk ordering, and e-commerce (ticketing and gift card sales), driving growth and consistently exceeding industry-average benchmarks, including an 8x increase in ecommerce revenue at The Rink
- Worked collaboratively with cross-functional teams including internal stakeholders (in Culinary, Operations, Purchasing, Finance, and IT) and external agency partners and freelancers to ensure that all marketing and public relations activities were carefully aligned to support the company's well-defined creative vision and direction while increasing incremental guest counts
- Negotiated, implemented, and managed strategic partnerships with Broadway shows, hotels, attractions, credit cards, and external loyalty programs.

TARALLUCCI E VINO, NEW YORK, NY

Director of Marketing & Business Development | Dec 12 – Nov 13

- Managed all marketing efforts for a five-unit Italian restaurant, café, and catering group
- Identified and developed strategic partnerships and company growth opportunities, from initial outreach through to contract negotiation, launch and execution
- Cultivated and communicated the voice of the Tarallucci e Vino brand across all guest engagement channels including email, social media, company website, external review sites, events, & in-restaurant initiatives and collateral

LOT18, NEW YORK, NY

Brand Manager | 2011 – 2012

- Developed and implemented innovative multi-channel brand marketing strategies for a members-only ecommerce wine startup, including digital campaigns (e.g. audience development, loyalty, & CRM), strategic partnerships, social media promotions and events; driving 20MM+ in topline revenue and 500K new members in the first year
- Initiated and executed cross-functional initiatives such as Lot18's first co-branded wine club with Starwood Vacation Ownership, Lot18's first barrel futures program, sponsorship of the Aspen Food & Wine Classic, and Lot18's first successful charitable partnership with Concern Worldwide

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## PERSONAL

Yoga Practitioner

Cycle for Survival Volunteer  
Team Captain

Conversational French  
Speaker

Book Club Founder

Avid Home Cook

## PROFESSIONAL EXPERIENCE CONT.

BESPOKE CHOCOLATES, NEW YORK, NY

Founder, Primary Marketing Strategist, & Chocolatier | 2008 - 2011

- Built a brand from the ground up – from unique value proposition to visual identity to an immersive retail experience
- Owned and operated an award-winning artisanal chocolaterie producing handcrafted chocolates for retail, ecommerce, and wholesale
- Handled all management responsibilities including creative development and production, PR & marketing, social media, customer service, purchasing, e-commerce, and staff hiring/training
- Developed and executed digital and PR-driven marketing campaigns resulting in significant media exposure including NYT Style section and TV product placement (Gossip Girl, LXTV)

UNION SQUARE HOSPITALITY GROUP, NEW YORK, NY

Pastry Assistant | 2006 - 2008

- Creative development and production of desserts at Union Square Café and Union Square Events

STANFORD UNIVERSITY PSYCHOLOGY DEPARTMENT, STANFORD, CA

Learning and Memory Lab Manager and Assistant Researcher | 2002 - 2004

- Conducted original research on human memory, published in top peer-reviewed journals
- Provided critical operational and analytical support for a world-class research team

## REFERENCES

NANCY MAMMANA

CMO at NYC & Co.

914.393.4797

nmammana@nycgo.com

Manager at Patina Restaurant Group

LUKE FORAND

Account Director at Hudson Creative

347.410.4685

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Direct Report at Patina Restaurant Group

TIREY THOMAS

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Peer at City Winery

DAN CONROE

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Direct Report at City Winery