

# REBECCA COLLINS

247 West 46<sup>th</sup> Street  
New York, New York 10036

rebecca.collins@gmail.com  
(212) 789-1234

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## PROFESSIONAL EXPERIENCE

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### **Ralph Lauren** • New York, New York

*Vice President, Customer Marketing*

*August 2014 - Present*

- Implement strategies to increase customer engagement via online, retail, and third-party channels
- Leverage big data, predictive modelling, and GCD maps to drive personalized shopping experiences
- Lead customer loyalty strategy and create annual loyalty programs, increasing average order by 20%
- Forecast sales by marketing program and customer segment and present updates to leadership
- Define key KPIs and execute strategies for improvement, increasing email marketing conversion rates by 12% and reducing cost of customer acquisition by 32%
- Designed and implemented CRM system that utilized customer and data analytics to improve retention by 16% in 18 months within all marketing channels

### **KIND** • Chicago, Illinois

*Regional Sales Manager*

*September 2012 – July 2014*

*Territory Sales Associate*

*December 2008 - August 2012*

- Secured a \$1.2 million distribution deal with a major Chicago retailer
- Increased KIND bar placement throughout territory's retail stores by 250% in 2012-2013
- Drive sales and marketing initiatives for all KIND brand products to retail stores
- Leverage analysis from Category Insights to improve KIND positioning on store shelves
- Hire, train, and supervise merchandising team members
- Lead team to effectively present on new products, monitor stock levels and competitor marketing activity, and ensure pricing and promotion execution for over 300 stores

### **Prudential Financial** • Chicago, Illinois

*Financial Professional Associate*

*August 2006 - November 2008*

- Developed and adjusted insurance and investment strategies for policyholders
- Sold financial products to new clients, increasing monthly revenue by 21% in 18 months
- Assisted clients with account management tasks such as processing loans, changing beneficiaries, filing claims, and evaluating policy options
- Obtained FINRA Series 7 General Securities Representative license

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## EDUCATION

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### **Yale University** – New Haven, Connecticut

Bachelor of Arts in Economics

*May 2006*

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## COMMUNITY INVOLVEMENT

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### **Yale Alumni Board** • Chicago, Illinois

*Board Member*

*May 2012 - present*

- Host quarterly events in the Chicagoland area and interview 25 Yale applicants each year

### **Chicago Scholars** • Chicago, Illinois

*College Access and Career Mentor*

*March 2014 - present*

- Mentor six high school seniors throughout the college application and selection process

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## SKILLS AND DISTINCTIONS

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- Expert proficiency in Microsoft Office Suite and Salesforce
- Member of National Association of Sales Professionals
- Fluent in Spanish

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June 15, 2019

Mr. Thomas Smith  
Managing Director  
Mindful Chef  
5201 Sheridan Road  
Chicago, Illinois 60640

Dear Mr. Smith,

I am writing to express my interest in the Senior Vice President of Sales and Marketing position with Mindful Chef. I had the pleasure of trying out Mindful Chef's recipe boxes during my visit to London last year, and I am impressed by the company's fast growth and commitment to developing strong relationships with its suppliers.

I have a successful track record of driving customer engagement, improving marketing results, and organizing promotional events for new brands. I would leverage these experiences to grow Mindful Chef's marketing and reach during the company's expansion into the US.

In my current role at Ralph Lauren, I am responsible for increasing customer engagement across all channels, with a specific focus on eCommerce. By defining key KPIs for each of our marketing initiatives, my team contributed to significant reductions in our customer acquisition cost. We carefully analyzed all of our marketing spend and were able to decrease our Google Ads CPC by 10% and increase conversion rates by over 200%, for example, by focusing our ad spend on keywords that drove results. Because Mindful Chef is an online retailer, I would be able to implement similar initiatives to increase sales and ensure that marketing spend is justified.

I joined KIND when it was still a small company with under ten employees, and my team's sales and marketing efforts helped it become an instantly recognizable brand at stores like Starbucks and Whole Foods. To get KIND to this stage, I organized over 100 promotional events that helped increase brand awareness. We passed out samples at marathons, outside local gyms, and at festivals such as Lollapalooza. I would similarly combine my expert knowledge of eCommerce, retail, and in-person marketing to grow Mindful Chef's brand recognition in America.

Thank you for your time and consideration, and I look forward to discussing my qualifications with you further. If you have any questions in the meantime, please feel free to contact me by email or by phone.

Sincerely,

Rebecca Collins