

Tonya Rapley

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PROFILE

Performance-driven strategic communications and marketing strategy professional with over 18 years of industry experience driving impact and achieving organizational goals. Ability to translate data and research into actionable branding and campaign development strategies. I can contribute to existing programs while assisting with developing new initiatives aligned with company/client goals. Demonstrated experience in various marketing functions, including communications, strategic partnerships, influencer engagement & management, branding, digital marketing, and events.

- Exceptional skills in leadership, budget management, project management
- Keen interpersonal communication skills, translating complex topics and organizational vision with critical stakeholders resulting in solid client-contractor partnerships as a consultant and strategic advisor.
- Experience in copywriting, presentations, structuring customer sales journeys through marketing funnels, developing online assets, and authoring thought leadership content
- Self-starter and excellent in self-management, experience in working with remote teams
- Skilled in Salesforce, Asana, Monday, Google Suite, Excel, Marketo Measure preferred, DART, Later, HubSpot, Google Analytics, MS Suite, Quickbooks, Wordpress

WORK EXPERIENCE

09/2015 – present
Nationwide, United States

Principal Marketing Strategist/ Senior Consultant Her Legacy Media, Inc

- Innovated financial education and coaching, growing the company from \$0 to nearly \$3 million in revenue through operational efficiency and lifecycle improvement.
- Grew monthly newsletter by 165%, maintaining an open rate above the industry average at 34%.
- Provide exceptional leadership and foster a culture of high engagement, accountability, and high-quality, timely delivery and client service.
- Demonstrated a strong grasp of digital marketing concepts by growing social media community of over 300,000 followers across platforms without paid advertising.
- Designed curriculum for financial education courses that led to the elimination of \$1.2 million in consumer debt and \$2 million in savings.
- Responsible for planning, managing, and monitoring the executions of digital educational awareness campaigns with budgets exceeding \$400,000+ for clients such as Chase Financial Services, General Motors, State Farm Insurance, and Rocket Mortgage
- Utilized task and project management software to create workflows enabling organizations to manage timelines, document, track and execute simultaneous tasks.
- Analyzed data to service opportunity gaps resulting in influencing consumer buying decisions and the creation of wellbeing-focused solutions.
- Assigned roles and tasks to team members based on their strengths and abilities.

10/2013 – 09/2015
New York, United States

Senior Project Manager Center for NYC Neighborhoods

- Worked closely with colleagues and agencies to craft messaging for public education

WORK EXPERIENCE

and interest campaigns for digital and print materials, including the Center's 2012 Housing Affordability Study.

- Project managed foreclosure prevention and Hurricane Sandy Recovery community programming overseeing more than 40 organizations throughout New York City.
- Produced the Homeowner Assistance Day through effective coalition building, helping over 100 families receive foreclosure prevention counseling and navigate the complex issues affecting homeowners throughout the surrounding community.
- Served as the liaison between the organization and key staff of local, state, and national politicians on community activities and events.
- Facilitated workshops and communicated with the community in a culturally competent manner with sensitivity to the service population's cultural and socioeconomic characteristics.

08/2010 – 10/2013
Brooklyn, NY,
United States of America

Program Manager YWCA Brooklyn

- Exceeded projected revenues by \$20,000 in 2011 by launching, managing, and marketing the event rental spaces for the Brooklyn Community Center for Social Justice.
- Coordinate and produce mental health awareness, financial literacy, food justice, entrepreneurship, and arts education community programming serving more the 16,000 community members.
- Managed the website redesign, including the recruitment of the graphic designer, contract negotiation, ensuring timely receipt of deliverables, and training staff on the new website platform.
- Drafted and implemented the Community Impact Plan established by the organization's executive leadership.
- Coordinated logistics of Hurricane Sandy emergency disaster relief, resulting in the preparation and distribution of hot meals for over 1,000 families in Coney Island, Red Hook, and Far Rockaway.
- Oversaw multiple project teams for affordable housing, women's equality, anti-violence, and racial justice advocacy ensuring program goals were reached.

EDUCATION

08/2003 – 05/2007
Miami, United States

Public Administration | Bachelor's Florida International University

09/2011 – 05/2013
Brooklyn, NY,
United States of America

Urban Policy and Affairs | Master's Brooklyn College