



RACHEL FOLZ

PEOPLE, PRODUCT, AND PROCESS PRO

EXPERIENCE

FALL '18 - PRESENT

DIRECTOR OF PRODUCT, Cerkl

Under my leadership, our product has grown from a small, regional email comms tool into a futuristic and empathy-built multi-channel communications suite used by Fortune 500 communicators.

Duties include:

- Ideation
- Research
- Design leadership
- Feedback
- Adoption measurement
- Product education
- User testing
- Iteration
- Reporting
- Process building

FALL '16 - FALL '18

DIRECTOR OF MARKETING, Cerkl

As the first marketer on staff, I built the Cerkl marketing machine from the ground up. We're talking websites, goals, Google Analytics, journeys, content - the whole enchilada.

Duties include:

- MarTech stack
- Website redesign
- Content creation
- Measurement
- Social media management
- Sub-brand creation
- Podcast producer
- Team leadership

WINTER '13 - FALL '16

DIGITAL MARKETING MANAGER, Campbell Co. Public Library

My goal was to bring patron experiences in this library into the 21st century. I wasn't worried - I had a plan. I completed a CMS-switching, ground up redesign of their website. Then I selected and launched the system's first-ever app.

- App selection & launch
- Website redesign
- Content creation
- User testing
- Social media management
- Event calendar development

PROFILE

I have a bias for action and a love of collaboration.

I believe that empathy, paired with a heavy dose of research, and a side of cost-benefit analysis, is the right recipe to solve most problems.

I am a cheerleader, a masterful organizer, and a giving mentor.

EDUCATION

B.A., Radio & Television

University of Southern Indiana
Evansville, IN

Certified Scrum Product Owner®

(CSPO®)
2021





EXPERIENCE (cont.)

WINTER '12 - WINTER '13

DIGITAL CONTENT DIRECTOR, FOX19-WXIX

I was called to FOX19 to completely overhaul the station's thinking about digital and social media. I worked diligently to energize, educate, and inspire the staff. Me and my team published news stories, videos, and social media-specific posts on a variety of platforms to drive big time growth.

Duties include:

- Content leadership
- Content creation
- Platform storytelling
- App management
- Website redesign
- Social media management
- Measurement & reporting
- Corporate advisory board

FALL '06 - WINTER '12

DIGITAL CONTENT DIRECTOR, 14News-WFIE

I began as a part-time web producer in the WFIE newsroom. Within a year and a half, I was a department head. Each day I was in charge of publishing relevant content to drive page views, brand message and time on site. I was on the front line of the mobile news revolution, successfully launching three apps.

Duties include:

- Content leadership
- Content creation
- Platform storytelling
- App selection
- Social media management
- Website redesign
- Measurement & reporting
- Leadership program

TOOLS

Asana

Autopilot

Basecamp

Clarity

Full Story

Google Analytics

Intercom

InVision

Pendo

Segment

SnagIt

Trello

XD

WordPress

Zeplin

Philanthropy

Women in Product Cincinnati

Chapter Co-Lead

2018 – Present

INTERalliance

TechOlympics Speaker

2020 – Present

Habitat for Humanity

Rock the Block Volunteer

2019 - Present

PRSA Employee

Communications Section

Connect Conference Planning Committee

2018 – 2019

Cincinnati PRSA

Blacksmith Awards Committee Member

2018

NKY Chamber of Commerce

Communications Committee Chair

2014 – 2018

NKY Education Council

Reading Coach

2014 – 2016

Boys & Girls Clubs of Greater Cincinnati

TRULeaders Marketing Advisory Board Co-Chair

2012 – 2014