

# REACHEL WINTERS BAGLEY

## WORK EXPERIENCE

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October 2000 – Present                      FiG Creative                      Mesa, AZ  
*Entrepreneurial Owner*

- Developed a design/consulting entity catering to small businesses expanding onto the web; managed all functional aspects of the business including accounting, finance, and marketing.
- Seamlessly established a web presence for brands in diverse industries, including: retail, manufacturing, education, hospitality, healthcare.

March 05 – November 07                      Agilix Labs                      Orem, UT  
*Vice President of Interactive Marketing*

- Led the vision, development, and ultimate launch of a successful, online learning community, which continues to grow virally. Acted as general manager over software development, content acquisition, traditional/online/viral marketing efforts, metric accountability, etc.
- Increased conversions to download by 60 percent through a site refocus targeting a single audience and promoting a single call to action.
- Drove 75 percent more qualified leads to the site while cutting the cost-per-click in half. Results were achieved through niche PPC campaigns in Overture and Google Adwords which targeted customers at transition investigation points.
- Administered quantitative research to rank product strengths and customer benefits. Results were consistently applied to interactive marketing messages to credibly link what the software did best and what University students valued the most.
- Mined primary and secondary research results for demographic, psychographic, and behavioral data. Applied results to segment and define market profiles.

May 04 – Dec 04                      GE Consumer Finance                      Murray, UT  
*Marketing Specialist*

- Conducted concept tests to discover key benefits of the vPayment product category and applied research to build a benefit-centric brand strategy. Composed product brochure, web content, sales presentation, and white paper reinforcing the strategy.
- Authored collateral and managed execution of a direct mail experiment comparing three variable combinations. Results revealed the components that produce maximum response rate.
- Increased unique visitor volume to the Productivity Card website 15 percent by remodeling the site and implementing a search engine optimization plan.

March 03 – August 03                      MyFamily.com: Ancestry.com, Genealogy.com                      Provo, UT  
*Marketing Analyst*

- Gathered cross-departmental data and summarized complex statistics to facilitate executive team and board decision making.
- Assumed coordination role during company merger to ensure smooth integration of marketing databases, company cultures, and the protection of individual brand identity.

March 2001- March 2003                      DAZ Productions                      Draper, UT  
*Webmaster*

- Conceptualized, developed, and executed a cross-selling platform while expanding product offerings from approximately 300 to 1,000 items, the combination of which resulted in a 105 percent sales increase over the previous year.
- Designed and supervised the development of a new backend commerce system which reduced labor expenses by 25 percent.

## SKILL SET

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Macromedia Dreamweaver, Flash • HTML, CSS • JavaScript, ASP, PHP, SQL, XML • Omniture SiteCatalyst • Overture, Google Adwords • SPSS Proficiency • Adobe Illustrator, Photoshop, GoLive • QuarkXPress • Expert Knowledge of Microsoft Suite (including Access) • Automated e-mail campaign management

## EDUCATION

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2003-2005                      Brigham Young University                      Provo, UT  
*Master of Business Administration, Marketing Emphasis, Top 10% of class*                      First Year Full Tuition Academic Scholarship

1998-2001                      University of Utah                      Salt Lake City, UT  
*Bachelor of Science, Marketing, Cum Laude*                      Full Tuition “Honors at Entrance” Scholarship