

# RACHEL BONISTALLI, MBA

Customer Lifecycle | Content Strategy | Storytelling & Editorial | Adoption & Retention | B2B SaaS

## SUMMARY

Marketing leader with expertise in customer-centric content strategy, integrated marketing programs, and cross-functional collaboration. Proven success driving brand engagement, adoption, and retention through editorial leadership, customer storytelling, and content-driven customer journeys across SaaS and enterprise sectors. Skilled in aligning content to business outcomes through storytelling, digital experience optimization, and lifecycle marketing.

### Prometheus Group, NC

2024 – 2025

#### Sr. Customer and Content Marketing Manager

Led a team of five writers and designers with a \$250K budget to deliver content strategies aligned to the SaaS customer lifecycle, boosting brand visibility, adoption, and retention. Drove growth through digital campaigns, website content, customer storytelling, and event marketing initiatives, partnering closely with Sales, Customer Success, and Product Marketing.

- Designed and executed content strategy for North American and EMEA User Conferences, including agenda development, keynote and customer speaker recruitment, and post-event storytelling.
- Directed content strategy for a global website redesign, producing new customer stories, quotes, and case studies; improved lead conversions and digital brand engagement.
- Launched and scaled customer storytelling programs, securing customer speakers, strategic logos, and testimonials to fuel marketing and sales enablement content.
- Delivered 5% YoY registration growth through targeted content-driven email campaigns, aligned to customer needs and brand messaging.
- Developed and launched a global sales enablement content hub, achieving 88% adoption in 90 days, standardizing customer narratives and marketing collateral for GTM teams.
- Leveraged AI tools to streamline and enhance the creation of best practice guides, white papers, and customer case studies, improving the speed and scale of content.

### BMC Software, TX & NC

2016 – 2023

#### Lead Sr. Marketing Manager, Customer Marketing & Experience

2022 – 2023

Owned and executed content-driven customer marketing strategies across a \$1B SaaS portfolio, driving adoption, retention, and cross-sell. Developed targeted content programs, customer journeys, digital campaigns, and thought leadership aligned to lifecycle stages. Led cross-functional collaboration to optimize messaging, personalize the customer experience, and increase product engagement, brand loyalty, and pipeline contribution.

- Developed and executed content-driven customer lifecycle campaigns, increasing product usage by 5% and boosting customer community engagement by 5%.
- Co-led customer journey mapping research with Product, Success, and Sales teams, informing content strategies, product refinements, and digital experience improvements.
- Launched the company's first post-sale nurture campaign, increasing education sales leads by 5% within the first quarter.
- Redefined buyer personas and optimized messaging frameworks to improve content relevance, personalization, and campaign performance across digital channels.
- Directed subscription service marketing content, including the creation of authenticated online dashboards, driving a 70% increase in positive feedback from Success Subscription customers.
- Created scalable release marketing programs leveraging Salesforce CRM insights, contributing to \$40M in pipeline.

#### Lead Sr. Marketing Manager, Global Professional Services

2017 – 2022

Led solutions and content marketing strategy to drive adoption and revenue growth for fee-based services via multi-channel campaigns, content governance, and executive engagement.

- Launched the company's first award-winning subscription service, driving 6x sales goal achievement in the first year through outcome-based service packaging and a standardized online catalog.

- Established and led an executive-facing Customer Advisory Board program, creating high-value engagement content and achieving 80% invite acceptance and 95% attendance
- Developed executive content programs, including pre-event consultative materials and thought leadership presentations, resulting in \$700K in services revenue from a \$25K investment.
- Developed and executed a consulting content strategy, mobilizing 20+ consultants to produce thought leadership and 10 customer success stories, enhancing customer acquisition and brand credibility.

## **Sr Marketing Manager, Global Professional Services**

2016 – 2017

Led customer marketing campaigns that expanded services sales through creative messaging, customer stories, and go-to-market strategies. Partnered with Sales to refine campaign plans and collateral while administering a \$50K budget, resulting in a 50% boost in natural search conversions. Strengthened global collaboration and executed high-impact events (300+ attendees) to drive consulting business growth.

## **Booz Allen Hamilton, VA & TX**

2009 – 2016

### **Lead Associate/Sr. Manager, Strategic Marketing**

2014 – 2016

Spearheaded customer marketing initiatives to re-enter Oil & Gas/Utilities markets through strategic consulting positioning and go-to-market execution. Led cross-channel campaigns (digital, social, collateral) and website development to engage target audiences, while delivering high-impact projects like a \$50M proposal with 60 brand-compliant visuals under tight deadlines.

### **Associate/Manager, Marketing & Communications**

2009 – 2014

Led content and customer marketing strategies for Cybersecurity (85%) and Government (15%) practices, including multi-channel campaigns, Lean-managed events, and the "Expert Voices" panel series. Orchestrated thought leadership dinners (95% response rate) generating \$6M–\$8M in consulting engagements, while positioning IT, analytics, and strategy practices through integrated campaigns that elevated firm awareness and pipeline growth.

## **ADDITIONAL EXPERIENCE**

**Marketing & Communications Specialist**, EDS, A Hewlett Packard Company – Herndon, VA

**Senior Associate, Entertainment Outreach**, AMERICAN RED CROSS – Washington, DC

**Associate, Advertising & Entertainment Outreach**, AMERICAN RED CROSS – Washington DC

**Assistant Account Executive & Account Coordinator**, OGILVY PUBLIC RELATIONS – Washington DC

## **EDUCATION**

**Master of Business Administration** George Mason University

**Bachelor of Arts, Speech Communication** Pennsylvania State University

## **PROFESSIONAL AFFILIATIONS**

**American Marketing Association of the Triangle**: Director of Webinars (2019 – 2022)

Mentor, Connect & Inspire Mentorship Program (2019 – 2022, 2023 – 2024)

## **AWARDS**

**TSIA 2022 STAR Awards Finalist**, Innovation in Enabling Customer Outcomes (BMC Software)

**Three Stevie American Business Awards, reintroducing brand into Middle East** (Booz Allen):

Gold Award, International Marketing Campaign of the Year

Silver Award, Campaign of the Year, Business-to-Business

Bronze Award, Campaign of the Year, Business Services

## **SKILLS**

Marketing Strategy & Planning • Customer & Content Marketing • Data Analytics / KPIs / Performance • Multi-Channel Integrated Marketing • User-Centric Marketing Campaigns • Brand Identity & Storytelling • Customer Journey Mapping • Digital Marketing & Transformation • Services & Solutions Marketing • Lean Project Management • Conference & Tradeshow Planning • Webinar & Training Resources • Account-Based Marketing Initiatives • Segmentation & Personalization • Cross-Functional Team Leadership • Continuous Process Improvements • Customer Relationship Management • Supervisor / Trainer / Coach / Mentor