

RACHEL INSLER

MARKETING + DATA SCIENCE

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📍 New York City

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EDUCATION

BROWN UNIVERSITY

Providence, RI
B.Sc. with Honors in Cognitive Neuroscience, 2002

COLUMBIA UNIVERSITY

New York, NY
M.A. in Experimental Psychology, 2007

TECHNICAL SKILLS

Languages: Python & SQL

Libraries: Gensim, NLTK, Matplotlib, Pandas, Seaborn, SciKit-Learn, statsmodels, spacy

Platforms: Git, GCP, Google Colab, Jupyter Labs, PostGreSQL, SQLite, Tableau

Techniques: Data Visualization, Machine Learning, NLP, Recommender Systems

ADDITIONAL EXPERTISE

Management: Cross-Functional Project Management, Developing & Retaining Talent, Mentorship, Team Leadership

Marketing: Brand Strategy, CRM, Digital Marketing, E-mail Marketing, Social Media, Strategic Partnerships

Research: Data Analysis & Presentation, Experimental Design

PROFILE

Innovative, data-driven, customer-centric leader with experience driving growth for brands across multiple industries including hospitality, wine, entertainment, tourism, and consumer products. Proven track record of leveraging data and communicating insights to deliver results for the organizations I support. Positive by nature, I take pride in building collaborative, empowered, high-performing teams that can overcome tough challenges.

PROFESSIONAL EXPERIENCE

GENERAL ASSEMBLY, NEW YORK, NY

Data Science Immersive Course Participant | Feb 2021 – May 2021

- Updated and expanded my data analytics & customer insights capabilities in a full-time 480-hour course focused on Python programming, data modeling, and machine learning.
- Completed capstone project exploring the relationship between clarity, content, and reach in scientific communication, using topic modeling with Latent Dirichlet Allocation (LDA) and other natural language processing (NLP) techniques.
- Using machine learning models, worked with a team of data scientists on a pro bono project to develop, execute, and implement an interactive borrower screening tool designed to improve efficiency for a microfinance institution

CITY WINERY, NEW YORK, NY

Vice President of Marketing | Jan 2020 – Dec 2020

- Oversaw all B2C and B2B marketing and ecommerce functions for a unique and growing concept with diverse verticals including concerts, wineries, restaurants/bars, & private events
- Led & developed a team of marketers, creatives, and agency partners to plan, analyze, & execute multichannel marketing & advertising efforts in 12 locations across eight cities
- Worked with cross-functional teams to create go-to-market plans, promote, launch, and scale new businesses that sustained the company through the COVID crisis, including DTC wine e-commerce, wine club, virtual tastings & private events, and a music streaming platform, deploying agile test & learn approach
- Navigated COVID communications strategy for the brand, resulting in positive national media attention and sustained guest loyalty and support
- Developed and implemented successful opening marketing plans for two new City Winery locations during the pandemic
- Transformed siloed, location-based marketing organization into smaller centralized team, improving efficiency, effectiveness, and consistency of messaging across all customer touchpoints. Proud to have kept my team focused, motivated, entrepreneurial, and successful throughout the crisis.
- Increased wine e-commerce sales 10x through improved offerings, direct marketing, promotional strategies, improved UX, and conversion gains
- Drove key philanthropic initiatives, including local meal deliveries, special-edition wine labels, and donation-based multi-artist streaming concerts benefiting partner charities

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KEY PUBLICATIONS

Badre, D, Poldrack RA, Paré-Blagoev EJ, Insler RZ, Wagner AD. *Dissociable controlled retrieval and generalized selection mechanisms in ventrolateral prefrontal cortex.* Neuron. (2005)

Wager TD, Spicer J, Insler R. et al. *The neural bases of distracter-resistant working memory.* Cogn. Affect. Behav. Neurosci. (2014)

SELECT SPEAKING ENGAGEMENTS

The 360 Experience: Exceptional Customer Service from Online to Table
Marketing United Conference, Nashville, TN, Apr 18

The power of personalization: Delivering an unmatched experience from inbox to table
Venga Hospitality Roundtable, Washington D.C., Jan 18

PERSONAL

Yoga Practitioner

Cycle for Survival Volunteer
Team Captain

Conversational French Speaker

Book Club Founder

WSET Advanced (Level 3)
Certified Wine Professional

Avid Home Cook

PROFESSIONAL EXPERIENCE CONT.

PATINA RESTAURANT GROUP (DELAWARE NORTH), NEW YORK, NY

Senior Director of Marketing | Oct 18 – Dec 19

Director of Marketing | Apr 16 – Sep 18

Senior Marketing Manager | Mar 15 – Mar 16

Marketing Manager | Nov 13 – Feb 15

- Led and developed a team of marketing professionals to plan, execute, and analyze all marketing efforts for a diverse portfolio of 20+ dining and lifestyle brands across multiple locations, including the world-famous attraction Rink at Rockefeller Center
- Oversaw key digital marketing initiatives for PRG's 60+ brands nationally, encompassing e-mail, CRM, website, social media, paid media, online/kiosk ordering, and e-commerce, driving growth and consistently exceeding industry-average benchmarks, including a 50% increase in revenue at The Rink, driven by an 8x increase in e-commerce
- Worked collaboratively with cross-functional teams including internal stakeholders, external agency partners, and freelancers to ensure that all marketing activities were carefully aligned to support the company's well-defined creative vision and direction

TARALLUCCI E VINO, NEW YORK, NY

Director of Marketing & Business Development | Dec 12 – Nov 13

- Managed all marketing efforts for a five-unit Italian restaurant, café, and catering group
- Identified and developed strategic partnerships and company growth opportunities, from initial outreach through to contract negotiation, launch and execution

LOT18, NEW YORK, NY

Brand Manager | 2011 – 2012

- Developed and implemented innovative multi-channel brand marketing strategies for a members-only ecommerce wine startup, including digital campaigns (e.g. audience development, loyalty, & CRM), strategic partnerships, social media promotions and events; driving 20MM+ in topline revenue and 500K new members in the first year

BESPOKE CHOCOLATES, NEW YORK, NY

Founder, Primary Marketing Strategist, & Chocolatier | 2008 - 2011

- Owned and operated an award-winning artisanal chocolaterie producing handcrafted chocolates for retail, ecommerce, and wholesale
- Built a brand from the ground up – from unique value proposition to visual identity to an immersive retail experience
- Developed and executed digital and PR-driven marketing campaigns resulting in significant media exposure including NYT Style section and TV product placement

STANFORD UNIVERSITY PSYCHOLOGY DEPARTMENT, STANFORD, CA

Learning and Memory Lab Manager and Assistant Researcher | 2002 - 2004

- Conducted original research on human memory, published in top peer-reviewed journals
- Provided critical operational and analytical support for a world-class research team