

ALLISON MARGARET RATH

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EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business

Master of Business Administration

New York, NY
May 2021

- AVP Graduate Marketing Association; AVP Luxury Retail Club; Arts, Culture, & Cuisine Club
- Elected Block Leader for a group of 70 first year MBAs

STANFORD UNIVERSITY, Center for East Asian Studies

Master of Arts in East Asian Studies (Specialization in Chinese Art), GPA: 3.98

Stanford, CA
September 2016

- US Government Foreign Language and Area Studies Fellow, Center for East Asian Studies Scholarship

STANFORD UNIVERSITY

Bachelor of Arts in International Relations & Art Practice, with Distinction, GPA: 3.86

Stanford, CA
June 2014

- Phi Beta Kappa, Rhodes Scholarship Finalist
- Robert M. Golden Interdisciplinary Arts Medal, Raina Giese Creative Painting Award
- Assistant Visual Arts Coordinator, Student Organizing Committee for the Arts
- Juried exhibition artist: *All Tomorrow's Parties*

EXPERIENCE

INTEL CORPORATION, Emerging Growth Incubation Group

Marketing & Product Strategy Consultant

Santa Clara, CA
April 2019 – Oct. 2019

- Developed and oversaw collaborative completion of business plan, sales and growth projections, and short and long-term go-to-market plans for a new product initiative which was successfully pitched at the VP level and is now in development
- Planned and conducted 20+ in-depth background/pain point interviews with business owners to determine product-market fit
- Designed and conducted nationwide market research survey of 300+ end-users
- Analyzed results to provide target market, business model, and feature set recommendations

NAKED LABS INC. (Creator of the first home body scanner for fitness tracking)

Head of Marketing & Customer Experience

Redwood City, CA
2018 – March 2019

- Led Marketing, PR, and Customer Experience, managed three direct reports and one indirect report
- Ran launch campaign achieving 9M+ views and 70+ pieces of unique press coverage, including front page WSJ feature
- Hit 40-day sales goal in half the time, exceeding goal by 33% with a return on ad spend of 9:1
- Developed and coordinated production and promotion for 5-part video marketing campaign to build brand equity
- Led Customer Experience team that maintained remorse return rate of less than 1% and average product rating of 4.5 stars
- Created private Facebook community; drove 75% customer membership with 89% considered active users

Marketing & Community Manager (Employee #6, first non-engineering hire)

2015 – 2018

- Managed creative agencies to develop brand, website, copy, and PR campaign, including content production
- Ran one of 2016's largest pre-order campaigns by volume (top 50 all-time by dollars raised in 30 days)
- Responsible for all social media presence and strategy (Facebook, Instagram, Twitter, LinkedIn, Pinterest, Angel List)
- Led digital advertising campaign that exceeded online sales goal by 600%, directly contributing to \$12 million Series A round
- Designed and built-out Customer Experience organization and processes that maintained a pre-order cancellation rate below 20% in spite of numerous manufacturing delays, saving \$125k+ in realized revenue above projections

DREAMWORKS ANIMATION

Training Department. Intern

Redwood City, CA
Spring 2014

- Trained and developed programming for new employees; received instruction in matte painting techniques and graphic design

ADDITIONAL INFORMATION

- **Additional Experience:** Interned at **The Moscow Times** (Reporting Intern), **Life & Style Magazine** (Reporting Intern), **La Macina di San Cresci Artists' Residency** (Marketing/Social Media Manager), **Simultanea Spazi d'Arte** (Gallery Intern)
- **Languages:** Mandarin (ACTFL Advanced), Italian (Adv.), Spanish (Adv.), Russian (Proficient), French (Intermediate)
- **Digital Marketing:** Google/Facebook/Instagram/YouTube /Twitter Advertising, Mailchimp, Sprout Social, Google Analytics
- **Software/Platforms:** JIRA, Zendesk, Contentful CMS, Adobe Design Suite
- **Interests:** Travel (favorite city: Hong Kong), tennis, NFL football, painting, installation art (portfolio: allirath.com)