

# Rachel Youens

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## A Timeline



## Work History

### Mutual Mobile, *Corporate Communications & Market Development* 1/11-Present

- Acted as the voice of the US's largest enterprise mobile developer, with clients such as Google, Gowalla and Philips, before moving into strategy and biz dev
- Created thought leadership content, including white papers, videos and blogs on topics including Facebook Single Sign On, FDA approval of apps, NFC, Bluetooth 4.0, building internal mobile development teams, and mobile RFIs. This content has led to over 25,000 views on Slideshare, 44,000 views on Youtube and Vimeo, interviews and syndication with VentureBeat, GigaOm, Sony Ericsson, TechCrunch and Mobile Marketer. These efforts led directly to the **collection of 2,500 new leads, and ultimate acquisition of customers** including Blinds.com, Contacts.com, and Pearson.
- Nurtured leads through a long sales cycle with **email marketing that maintained consistent 30 to 60% open rate**, webinars with companies including Xerox, and I oversaw the introduction of **Marketo automated marketing** software
- Launched the company's events and awards program, crafting abstracts that led to speaking positions for myself and executives at the mHealth Summit, SXSW, Android Developer's Conference, and more, and **award recognition as one of Forbes Magazine's 2011 Most Promising companies, Mobile Star Awards, Webby Awards**, and more
- Oversaw a complete **site redesign** including working with Wordpress developers, designers, and SEO consultants to re-brand the website and alter copy for a stronger B2B presence.
- Assisted in the **launch of the company's first stand-alone product**, LaunchPad, including PR messaging, marketing collateral and landing page development leading up to its presentation at Mobile World Congress

### Appiction, *Director of Marketing* 4/10-1/11

- Led marketing and PR strategy and execution for a major mobile developer and its clients
- Spearheaded the production of a series instructional videos driven by our customers' most common questions about apps. These drew more than 120,000 views and sent thousand of new leads to the company. These were eventually syndicated in text form by Appolicious.com.
- Worked with SEO agency to optimize the site and our search ranking. The company **consistently maintained a top three search result ranking** for terms including "iPhone app developer" and "iPhone app design" during my tenure.
- Managed the company's PR leading to press with Untether.TV, AOL Business News, Yahoo, and the Austin American-Statesman, among others
- Worked directly with every client to incorporate marketing strategy including social sharing, competitive positioning, feature rollout, product name, review prompts, localization and more. **Marketed three of our clients into the top 100 of the app store, two into the top 5 in their category**, via search optimized keywords and descriptions, mobile ads, endorsements, contests, and review solicitations. The paid app Dream Closet's top 100 success was a result of a campaign I designed involving sponsorship with a prominent "haul blogger" and a social contest that drew more then 10,000 entries on a Kickapps-powered social site created for the campaign. **A year after the app's release, the haul blogger's sponsored video has had almost 800,000 views and the app maintained a top 200 category rank for six months** after I left the company.
- Worked directly with account management team to create sales collateral, instructions and documentation, and new technology briefings

### iPitch, CEO 5/09-4/10

- Launched Australia's first CrunchBase style social network for investors and tech startups, powered by one of the country's top VC firms. In the startup's first seven months we **built a 1,500 company membership**
- Worked directly with designers and engineers to wire frame the site, determined feature rollout, optimize UX, and conduct user research. Worked with the VC team, who conceived the site as a way to optimize their deal flow, to create a business model that sustained the site through startup service provider sponsorships.
- Created original blog and video content myself and with partners and interns on topics including raising funding, getting business licenses, doing business overseas, and other startup-oriented topics. Created media partnerships with many of Australia incubators, pitch events, and professional groups including Mobile Monday and Bar Camp. Visited Silicon Valley and US tech events including Tech Crunch 50, DEMO and SXSW to document startup's journeys, recruit new members and promote the site
- Managed social media marketing, including growing a **Twitter feed organically from zero to 1,800 followers in six months**, creating a video series of events, interviews and pitches with more than 100,000 views, and built an **email marketing list with 2,000 subscribers and an average 35% weekly open rate.**

### KTBC FOX, Web Producer 5/08-5/09

- Managed web content for Central Texas' top broadcast news station and ushered in social media in the newsroom
- Worked with the assignments desk, reporters, and promotions to **unite the station's web and on-air presence including teases to the web, creation of unique web content, and introducing online photo and video contests, and unique new advertising and sponsorship opportunities. These efforts led to a 30% increase in site traffic.**
- Created a new breaking news alerts system designed to harness the power of the web, including email alerts, text messages, tweets and website banners. We maintained about 8,000 subscribers in the Austin area.
- Oversaw the **introduction of a new Content Management System** that required re-conceiving the website from the ground up. With this fresh slate we incorporated the KickApps social networking service in the background and incorporated users into every aspect of the site, allowing them to comment on stories, blog, upload photos and communicate with reporters. We hosted the only live online news broadcast in the city and maintained an active chat room of viewers.

### Community Impact Newspaper, Assistant Editor 7/06-5/08

- Worked as a writer and then an editor for Texas' most widely-distributed newspaper
- Generated story leads, reported on civic, government, education and transportation beats and conducted interviews with city figures including the Austin mayor, police chief and city planner. **Wrote National Newspaper Award-winning article on Austin MetroRail**
- As the company grew from 5 to 50 employees, graduated to managing a writer, designer and freelancers as part of an editorial team for the North Austin edition of the paper, which reached 10,000 readers
- Created original infographics alongside designers to accompany stories, and ushered in new media at the paper. Launched our Youtube channel with video reports to accompany stories

### Austin Style Watch, Publisher 5/06-5/09

- **Built one of the world's top street fashion sites** from the ground up, defining the Austin look and building a group of media and syndication partners. In its height the site **entertained 8,000 viewers worldwide daily.**
- Worked with advertisers to create specialty banners, content, contests and giveaways. Worked with publishers including Glamour and GQ to sell street style photos for publication
- Cultivated a network of interns and part time writers and photographers to generate site content. **Created media partnerships with Mary-Kate and Ashley.com and the Gothamist Network. Partnered with Current TV and Expert Village to create video series from the ASW brand**
- Managed PR and media, landing interviews in the New York Times, Nylon Magazine, Lucky Magazine, Tribeza Magazine, and Austin Monthly and Texas Monthly Magazines
- Experimented with emerging mobile platforms including QR codes and text message subscriptions. Our SXSW promotion called MarQR drew 1,000 scans during SXSW and award partnerships with Hyatt and Warner Brothers.

# Education

## **Bachelor of Multimedia Journalism, 8/02-5/06**

The University of Texas, Austin

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## Speaking Engagements

### **Big (D)esign Conference 6/12**

*Near Field Communication: A New Interaction Frontier* - A look at the design and usability constraints of NFC from scan validation, to placement, to call to action

### **SXSW 3/12**

*NFC: No Freakin' Chance?* - The challenges of NFC adoption in marketing, mCommerce and beyond

### **Social Media Club 10/11**

*There's an App for That: The Influence of Social on Mobile* - From push notifications to GPS location, what are the challenges and opportunities when social collides with mobile

### **Nerd Nite 6/10**

Scanning the World: How QR Codes Put The Web Into Real Life

Other speaking engagements: Mobile Monday, Usability Professionals Austin, University of Texas

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## Articles and Interviews

### **GigaOM 7/11**

The Seven Habits of Highly Effective Apps

### **Tribeza Magazine 6/11**

Social Capital: How Mobile Technology is Keeping Austin Wired

### **New York Times 6/11**

NFC Is More Than Just Mobile Money

### **Untether.TV 6/10**

A Cure For the Common App

### **Appolicious 6/10**

App Development 101: Choosing An App Developer

Other articles and interviews: Venus, Austin Monthly, GQ, Nylon, Austin American-Statesman

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## Service Work

### **Texas Book Festival 10/05-10/07**

Guided nationally-recognized authors including Kinky Friedman and Jim Hightower around Austin to book signings and public speeches

### **Girl Start 10/06**

Ran weekend sessions teaching 7th grade girls about technology, with lessons including HTML and computer science

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## SKILLS

### **Business:**

Salesforce, Marketo, video/audio conferencing software, Microsoft Office, iWork, Google Docs, Adwords

### **Multimedia:**

iMovie, Final Cut, Adobe Suite, AVID, Audacity

### **Web:**

HTML, XML, CSS, basic JAVA, basic PHP, Wordpress, basic SEO