

To: Matt Cherry, President and Members of City Council
From: Wade Kapszukiewicz, Mayor
Subject: Appointment to the Toledo City Historic District Commission
4/5/2023

I Recommend the Following Appointment to the Toledo City Historic District Commission

Appointee	Appointee Replaced	Proposed Term of Office	Section 61 waiver as a special engagement	Reserved Slot / Type	Recommended by (if applicable)	Attendance Record	Resume attached
Rachel Freeman		1 year, expiring 03/27/2024	no	Westmoreland	TLPC		yes



Wade Kapszukiewicz
Mayor

Now

Rachel Freeman

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Marketing Communications and Events Leader

- Enthusiastic marketing and events professional with over 10 years of experience in marketing and sales enablement for global, publicly traded companies
- Proactive and creative marketer with experience conceptualizing and orchestrating marketing communication campaigns that effectively generate leads and build a positive brand image
- Experienced working with Fortune 500 clients and complex organizations; known for an ability to develop and maintain strong relationships with employees, shareholders, suppliers, and clients

Professional Experience

Volunteer

2020-Current

Focused efforts on housing, historic preservation, and education

- Contracted to manage the 2023 Maumee Valley Country Day School Annual Fundraiser, Head of Lower School Parent Association
- Chair of 2022 Maumee Valley Country Day School Annual Gala that raised over 200k with dozens of community partners and volunteers, MVCDS Volunteer of the Year Award winner, 2022
- Human Relations Commission Neighborhoods and Community Board Member, 2022-Current
- Westmoreland Historic District Board Member 2021-Current
- Toledo Ambassador Academy Graduate, 2021
- SEED (Seeking Education Equity and Diversity) seminar, 2020

Certified Foster Parent

March 2015-2018

Managed up to 12 medical appointments in addition to visits per week.

- Annual Early Intervention Fundraiser - Keynote parent speaker, 2019
- 80+ hours of training, including additional NAMI Training classes, hundreds of hours sitting in on and learning childhood therapies

ADP

Sr. Marketing Analyst

January 2015 – March 2016

Responsible for strategy and execution of marketing campaigns and project management for all ADP Talent Acquisition Solutions products and services

Key responsibilities included:

- Executed marketing campaigns that enable sales and grow market share. Key wins include a client-specific marketing campaign that had a 70% success rate of gaining access
- Managed ADP RPO website and global social media initiatives which saw a 100% increase in engagement in the first six months
- Major project management; oversaw rebranding initiative, video production, and CRM system transitions. Managed complicated client communication initiative that involved thousands of clients upgrading to new technology. Transitioned marketing technology platforms that saved ADP thousands of dollars annually
- Served as point person for thought leadership, sales presentation content, and analyst relationships

Aimia (now One10 Marketing)

Product Marketing Manager

November 2011 – December 2014

Responsible for strategic marketing campaigns with quantifiable metrics and production of promotional support materials for sales channel management technology

Key responsibilities included:

- All product marketing initiatives including marketing strategy and research, market positioning, price modeling, competitive analysis, creative development, trade show event management, and reporting
- Implemented successful multi-channel online and print marketing campaigns that maximized ROI
- Sales enablement including lead generation, client presentations, and product-specific RFP responses
- Hired and managed technical writer, public relations agency, market research firm, and design agency

Excellence in Motivation, Inc. (now One10 Marketing)

Events Manager, Travel

January 2010 – October 2013

Planned and operated global sales incentive events for up to 500 participants for Fortune 500 accounts including Toyota, GSK, Bob Evans, and Graybar

Key responsibilities included:

- Oversaw client-branded event campaign including custom websites, digital communications, and print materials
- Negotiated contracts and managed vendors including charter jets, luxury hotels, A/V and DMCs
- Led a team of up to 10 trip directors onsite for events domestically and internationally
- Worked closely and traveled with client VIPs including CEOs
- Managed complex budgets and supervised work in several departments

Trip Director / Travel Staff Coordinator

August 2008 – January 2010

Led on-site operations for domestic and international incentive travel events for Fortune 500 clients for groups of 100 to 2,000 with budgets up to \$5 million. Contracted event staff for over 100 events annually.

ZipSetGo.com (an Excellence in Motivation subsidiary)

Social Media Sales and Marketing

January 2009 – July 2013

Managed social media marketing and content development of a newly launched travel website.

Key responsibilities included:

- Developed online advertising and marketing strategy that resulted in a three-year profit increase of 267%
- Managed a highly successful social media community to leverage sales with global PR firms and internationally recognized brands including National Geographic, Hilton, and American Express
- Strategy and execution of all marketing functions: brand awareness, digital analytics, market segmentation, and content creation
- SMITTY Award Winner for Social Media Campaign by Travel and Leisure Magazine

Education

University of Dayton

B.A., Public Relations, Minor in Psychology

Completed three summer study abroad programs in Rome, Dublin, and Florence, Member of Student Leadership, Spring Break Social Justice Trip to El Salvador, PRSA Student Award Winner for Donate Life Ohio campaign

Pragmatic Marketing Certification (PMC)

Previous Philanthropic Work

- 10-year mentor and fundraiser with Big Brothers Big Sisters
- YWCA Dayton Board Member and Development Committee Member
- Aimia Charly Committee Member and Annual Fundraising Chair