

Raquel Rocky Toro (she/her/hers)

Training and Facilitation Professional

with a Public Speaking, Marketing & Operational Background

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PROFESSIONAL EXPERIENCE

Rocky Speaks LLC: Worldwide

Professional Speaker, Trainer & Facilitator *Owner and Founder*

May 2024 – present

- Design and deliver keynote presentations, workshops, and professional development training for corporations, universities, associations, and community organizations.
- Facilitate highly interactive programs focused on leadership, community, mindset, and customer experience.
- Develop customized learning experiences that align organizational objectives with measurable participant engagement and development outcomes.
- Serve as an emcee, moderator, or event host, for engaging audience experience and overall event success.

Digitalzone: Virtual, FL

Senior Customer Success Manager *Customer Success Department*

Mar. 2023 – May 2024

- Strategic and supportive partner at every stage of the buying process, directly partnering with Sales, Operations, and clients to drive successful B2B demand generation marketing program launches.
- Owner of strategic optimizations, and client relationship management as a trusted Digitalzone advisor.
- Active speaker with creation and facilitation in Work-Life Balance training, delivered at companywide HBR 2024.
- Focus on long-term program renewals & success while directing Sales on revenue expansion responsibilities.
- Evaluating client KPIs and DZ capabilities to build strategic approaches with the goal of increasing the client's ROI.
- Track, monitor, and solve client issues and requests through resolution, and continued communication.
- Direct mentor and trainer for assigned Client Success Representatives (CSR) in India, yielding highest performers.
- Creating custom training materials, built to the needs of each CSR's enablement and growth.

Gartner, Inc.: Virtual, FL

Retention Programs Manager *Americas Large Enterprise – West*

Apr. 2022 – Feb 2023

- Successfully renewed over \$1 million dollars, 130% to goal, of Americas Large Enterprise Q4 accounts for 2022.
- Contract value maintained through cross-functional influencing skills on the largest renewals across Gartner, while implementing programs that will help Gartner's retention and growth strategy.
- Regularly contribute to actionable ideas and lead presentations in planning sessions and strategy meetings with VP level leaders in sales, service, product, and research teams on renewal risk mitigation.
- Built upon work for high leverage C-Level meetings and help innovate further on the process/ content.
- Ensured strong relationships with client value managers, account teams, and Strategy and Service Operations team to build strong business cases for renewal and growth of large deals and to drive innovation.
- Conduct quantitative & qualitative analyses to help solve Gartner's retention and growth challenges.
- Provided coaching and feedback to Sales and Service Delivery teams on service and retention bestpractices.

Madison Logic: Virtual, FL

Customer Onboarding Manager *Customer Success Department*

Aug. 2021–Apr. 2022

- Fluidity of onboarding for B2B clients utilizing lead generation and display advertising, with implemented strategy
- Work cross-functionally to mitigate potential issues, including systems: Integrate, Marketo, and HubSpot.
- POC for client requests, including payment, reporting, implementations, and product-related questions.
- Monitor scheduling and delivery of campaigns using multiple ad trafficking systems.

Gannett – ReachLocal: New York, NY | Virtual, FL

Employee Resource Group (ERG) *Co-Lead & Extended Leadership*

Oct. 2019 – Aug. 2021

- Co-leader for the LatinX ERG, totaling over 100 members, the team successfully lead efforts to represent company wide efforts empowering diverse voices in meetings, brainstorming sessions, and presentations with the intention of education and awareness of our community for both professional and personal aspects, directly impacting company strategic decisions and worker relationships.
- Successfully work with ERG leads, Latino leadership and C-level executives on company diversity initiatives.
- Proactively engage in executing decisions for the Office of Inclusion Diversity & Equity (ID&E).
- Exemplify ID&E competencies and behaviors, while demonstrating a willingness to learn and develop.

Client Success Manager *Partner Channel*

Nov. 2019 – Aug. 2021

- Build marketing campaigns while managing daily performance, assess digital campaign trends, facilitate client advertising performance discussions, and identify creative new advertising techniques to further partner success.
- Directly manage over \$450K in marketing budgets for search and display campaigns for multiple Partner agencies.

Regional Operations Specialist II *Direct:East & WestMarkets | Partner & Inside Sales*

Jan. 2017 – Oct. 2019

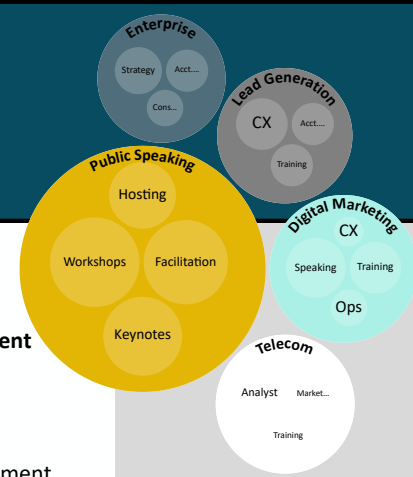
Verizon: New York, NY | Tampa, FL

Sales& Marketing Manager *Consumer Markets*

Nov. 2013 – Sep. 2015

Marketing Analyst | Analyst Training & Sales Support *Regional Marketing*

Oct. 2012 – Oct. 2013



EDUCATION

University of South Florida

Dual Baccalaureate of Arts

- Marketing
- Management

CERTIFICATE

Cornell University

Diversity & Inclusion

eCertificate

SOFT SKILLS

- Creative Problem-Solving
- Empathic
- Takes Initiative
- Team Player
- Leadership
- Critical Thinking
- Verbal/Written Communication
- Public Speaking

SYSTEM SKILLS

- Proprietary Platforms
- SalesForce
- Microsoft Office
- Jira
- Canva

NON-PROFIT AFFILIATIONS

Chi Upsilon Sigma, National Latin Sorority, Inc.

Previous Positions:

- Regional Undergraduate Delegate
- Vice President
- Area Expansion Officer
- Alumni Advisor