



BLAKE REICHENBACH

EXECUTIVE COACH, PRODUCT EXPERT

Profile

I am a creative problem solver with a knack for cutting through the noise to deal with problems and challenges directly. As a coach, I specialize in helping clients clarify their thought processes, create concrete and meaningful goals, and execute their plans with efficiency.

Highly curious and experience-oriented, I thrive in situations in which I'm able to observe challenges and tinker with them until they're opportunities.

Contact

Contact

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Social

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Experience

Executive & Life Coach

Self-Employed | 2020 - Present

As a life & executive coach, I help businesses and individuals clarify their goals, develop action plans, and evaluate their progress. By empowering entrepreneurs and leaders to embrace the meaningfulness of their work, I help businesses and organizations multiply their productivity and give their ROI a kick start. Aligning one's efforts with their core values and long-term goals is at the heart of these efforts.

Product Expert, Search Optimization & CMS Publishing

HubSpot | 2019 - Present

Collecting customer feedback, providing training to customer support representatives, and analyzing product pain point data as a Product Expert allows me to generate product recommendations that improve user experience. With an eye for accessibility and UX, I advocate for enhancing and simplifying the end-user experience. By staying up to date in search optimization (SEO) best practices, I'm able to create informed and innovative guidelines to shape the work that our engineers do.

Content Tools Specialist, Customer Support

HubSpot | 2017 - 2019

Within the Customer Support organization, I was able to drive impact by providing a high degree of expertise to customer interactions within the HubSpot CMS and marketing tools. In this role, I focused on building my foundational front-end web development skills, knowledge of content marketing best practices, and creating effective systems of time management and problem solving, exceeding customer success SLAs while also providing assistance and training to my co-workers.

Education

ACSTH Training Program

ACSTH Training Program | 2020

ACA Coach Academies provides ICF-accredited training in coaching. Through this training, I've acquired a skillset that uniquely complements my business and entrepreneurial acumen to give me the leverage needed to help startups and entrepreneurs thrive.

BA in English & Sociology

Bellarmine University, Louisville, KY | 2012 - 2016

By conducting interdisciplinary studies across the humanities and social sciences, I have a honed skill set that lends itself to effective communication, complex content analysis, data analysis, and interpersonal relationship development. In addition to my core studies, I also completed Continuing Education and International studies at:

- **The University of Helsinki**, Helsinki, Finland; Faculty of Area and Culture Studies
- **The University of Oxford**, Oxford, United Kingdom; Critical Theory and Shakespearean Adaptations

Additional activities

- Self-Improvement (www.selfimprovement.com; 2018-Present) ||**
⚡ **Created personal development publication that reaches 15,000 monthly readers. In charge of content creation, lead generation, editing, and marketing.**
- Front-end Web Development || Sparked by a curiosity to create my own publication, I taught myself HTML, CSS, HubL, and JS to be able to create my ideal digital publication.**
- Dog Adoption Advocacy || As a dog dad to two rescues, one of which has special needs, I love speaking with others about the benefits and rewards of adopting rescue animals. I use my experiences with my rescues to provide advice to other adopters (and perspective adopters) as often as I can.**

Skills

Coaching

Leadership Coaching ● ● ● ● ●
PBC and B-Corp ● ● ● ● ●
Leadership Coaching
ROI Analysis ● ● ● ● ●

Content Strategy

On-page SEO ● ● ● ● ●
Content planning ● ● ● ● ●
Content creation ● ● ● ● ●
Technical SEO ● ● ● ● ●
Project Management ● ● ● ● ●