



Rebecca Snyder

Marketing Manager

Rebecca Snyder joined 20-20 Services in 2026 as the Marketing Manager, where she leads marketing strategy and execution for the company???'s professional education programs serving accounting firms, advisory organizations, and government agencies across the country. She focuses on strengthening the organization???'s brand presence, engaging target audiences, and connecting people with the right content and resources.

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Rebecca brings more than a decade of experience in digital marketing, with a background spanning website strategy, branding, graphic design, content development, email marketing, marketing automation, social media, campaign management, and marketing operations. She began her career in technology before moving into digital and graphic design, working across websites, branding, marketing collateral, social media, and lead nurturing with a strong emphasis on B2B marketing. She later joined The Bonadio Group, where she managed the accounting firm???'s email marketing programs, websites, social media, and photography. Her work there evolved into a deeper focus on website optimization, accessibility, data and email integrity, marketing operations, marketing technology, and integrated campaign development. Prior to joining 20-20, she worked at a marketing agency, where she managed a small team and led digital and creative initiatives including website redesigns, multi-channel campaigns, content strategy, SEO, and marketing automation.

In her current role, Rebecca focuses on building a more streamlined and scalable marketing engine while strengthening the organization???'s digital presence and user experience. She oversees brand management, content development, CRM and marketing technology, event marketing, website strategy, thought leadership, and integrated marketing initiatives. She has a particular interest in using data and emerging technology to inform marketing decisions, improve accessibility and audience experiences, and create processes that help teams work more effectively together.

She holds a Bachelor of Science in Graphic Design and an Associate of Applied Science in Professional Fine Art Photographic Illustration from Rochester Institute of Technology.

Outside of work, she enjoys spending time with her husband, two children, and pets, as well as horseback riding, spending time outdoors, and getting cozy by a fire during Upstate NY???'s cold winters.