

RACHEL AUERBACH

ABOUT

An upcoming graduate of a top research university with experience developing and implementing strategic campaigns, marketing research, and public relations tactics to increase sales and improve customer relations.

RELEVANT WORK EXPERIENCE

ACCOUNT EXECUTIVE

Alex Greenwood PR | June 2017 - Aug 2017

- Managed social media accounts and designed graphics
- Wrote relevant professional blog posts
- Managed client accounts and assisted with client events

MARKETING INTERN

Revolution Media INC. | June 2016 - Aug 2017

- Actively participated an eight-week internship program focusing on accounting, media buying, office administration, the Consumer Attorney Marketing Group, and the in-office call center.

STAFF WRITER

Spoon University | Sept 2016 - present

- Pitched weekly articles for local and national online publication
- Reached over 11k page views in first two months
- Participates in weekly brainstorming meetings.

EDUCATION

BACHELOR OF SCIENCE, MAJOR
IN STRATEGIC COMMUNICATIONS

~~MINOR IN ITALIAN~~
University of Kansas | May 2018 Graduation

GPA: 3.2

ADDITIONAL EXPERIENCE

SALES ASSOCIATE

GAP Inc. | Feb 2016 - present

Helped provide excellent customer service, facilitate transactions, maintain store cleanliness, create store layout, promote brand promotions, and maintain a pleasant store environment.

DEAN'S ASSISTANT

KU School of Journalism | Sept 2017 - present

Provide excellent customer service, answer and track phone calls, complete weekly tasks for Dean's Office, and maintain a positive image for the School of Journalism.

CONTACT

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PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Adobe Premiere and InDesign
Photo editing
Market research

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

SOCIAL MEDIA



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