

Rachel Ferrara

5000 Nathaniel Rochester Hall
Room 3551
Rochester NY, 14623

ref3577@rit.edu

rferrara15@gmail.com

(315)-663-4838

Professional Qualifications

- Microsoft Office Suite
- Adobe InDesign
- Social Media Strategies
- Search Engine Optimization concepts
- Search Engine Marketing
- Facebook and Instagram Business Tools
- Google AdWords and Analytics
- Hootsuite Certified
- Basic SQL knowledge
- Top-rated customer service skills from an industry leader
- Outstanding interpersonal skills
- Natural leader
- Strong analytical and problem-solving skills
- Experienced public speaker
- Detail oriented

Relevant Courses

- Social Media Marketing
- Internet Marketing
- Search Engine Marketing
- Consumer Behavior
- Advertising and Promotion Management
- Marketing Research
- Systems Analysis and Design
- Database Management Systems

OBJECTIVE

Seeking a Cooperative Education Opportunity for Summer 2018 within a company where I can utilize and acquire digital marketing experiences and skills.

EDUCATION

SAUNDERS COLLEGE OF BUSINESS

ROCHESTER INSTITUTE OF TECHNOLOGY

Rochester, New York

Bachelor of Science in Business Administration – AACSB Accredited Program

Major: New Media Marketing, Expected May 2019

Minors: Management Information Systems, Business Management

EXPERIENCE

Marketing and Database Intern, King + King Architects

Syracuse, New York (May-August 2015)

- Created and edited mass and individual print marketing materials
- Conducted base marketing research for a confidential regional project
- Redesigned and organized the company client and partner database of over 7,000 contacts
- Worked cooperatively with a variety of professionals, from software engineers to architects
- Volunteered with co-workers for the grand reopening of Hotel Syracuse Gala in conjunction with the Onondaga Historical Society

Sales Representative, L.L. Bean

Fayetteville, New York (December 2015- Present)

- Provided industry top-rated customer service, satisfying all individual customer requests on a daily basis
- Continuously obtained specific product knowledge to better assist customers
- Operated the cash register as one of the top 10 register employees
- Experienced in every department of the store, from bringing in shipments and working one on one with customers to the final sale

Publicity Chair (appointed position), Alpha Xi Delta

Rochester, New York (January-May 2017)

- Managed the Facebook, Instagram, and Tumblr accounts of the Delta Lambda chapter of Alpha Xi Delta
- Responsible for ensuring all public marketing materials reflected the ideals of the national sorority and fit to preset standards
- Designed and created content for the Facebook, Instagram, and Tumblr accounts of the Delta Lambda chapter of Alpha Xi Delta
- Collaborated with other members of the marketing team to properly market sorority events and functions

Resident Advisor, Rochester Institute of Technology

Rochester, New York (August 2017- Present)

- Created a positive and safe living environment for students of all year levels to thrive in
- Served as a role model and community leader to first and second year students
- Organized floor wide events to help develop interpersonal skills and a sense of community
- Assisted first year students in their adjustment to being at college
- Worked cooperatively with professional resident life staff

LEADERSHIP

- RIT, Alpha Xi Delta, Philanthropy Chair, Publicity Chair, Marshall (September 2016 – Present)
- RIT, Delta Sigma Pi, Co-d Professional Business Fraternity (September 2016 – Present)
- RIT, Women in Business, Secretary (August 2015 – May 2016)