

Rebecca Reich

WEB www.beccareich.com • E-MAIL rebeccareich500@gmail.com • LinkedIn www.linkedin.com/in/rebeccareich500

PROFILE

- Success-driven with a deep passion for innovation and consumer behavior
 - Dynamic self-starter who works well under pressure and strict deadlines
 - Tech savvy; familiar with HTML, CSS, Jira, SQL, Adobe CS, some JavaScript
 - Successful track record of improving business processes and productivity
 - Highly-skilled researcher, critical thinker, and lifelong learner
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EXPERIENCE

Bodybuilding.com – eCommerce Promotional Coordinator *Mar. 2017 – Sept. 2017*

Coordinated with departments to update SKU and price information, promotions, and campaigns as they appear live on the ecommerce store; Automated and/or greatly enhanced the efficiency of a vast majority of the processes associated with the role through BI reporting and utilization of Excel. Spent majority of time using Oracle ATG, Excel, and Jira software.

Engineered Structures Inc. – Marketing/BD Coordinator *Mar. 2015 – Feb. 2017*

Successfully designed proposal and qualifications documents for numerous multimillion dollar commercial construction projects; Various marketing and business development related tasks, such as contacting potential clients and maintaining new leads. Proposed a new CRM system that will be implemented company-wide to increase efficiency and communication. Utilized Adobe CS products regularly to produce marketing materials. Worked under direct supervision of Executive Management daily.

Capital Group Co. – Marketing Manager *Oct. 2014 – Mar. 2015*

Developed and managed Google AdWords campaigns. Maintained company WordPress site and regularly published new blog content. Built and monitored multiple complex email campaigns through Infusionsoft, including a two-year drip campaign targeted to prospective homebuyers. Maintained all social media accounts.

Six Soldiers Clothing – Marketing Director *Jan. 2014 – Feb. 2015*

Increased brand awareness and outreach. Managed brand strategy and positioning, digital marketing, social media accounts, promotional activities.

Drake Cooper – Intern *Jan. 2014 – May 2014*

Determined optimal placements for TV and radio ads based on spot data, compiled media recaps and ratings summaries. Composed briefs in regards to advertising strategy, brand perception, and social media best practices. Developed familiarity with tools such as Strata, Basecamp, Signal HQ, and JIRA.

EDUCATION

Boise State University *Jan. 2010 - May 2014*

B.B.A. Dual Major in Marketing and Business Management
Cum Laude Honors

Beta Gamma Sigma
Business honor society

Student Spotlight Award
October, 2013

Learning Assistant/Tutor
Legal Environment of Business

Beijing Normal University *Sept. 2013 - Dec. 2013*

International Master's Program - "World Economy and China"
