

# RACHAEL SALTER

## EDUCATION

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### ***Syracuse University***

*Martin J. Whitman School of Management*

Bachelor of Science; Entrepreneurship & Emerging Enterprises

*Syracuse, NY*

May 2007

## EXPERIENCE

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### ***Digital Project Manager***

*March 2014 – Present*

*Biz Dev Now*

*Remote – HQ Cheltenham, PA*

As Digital Project Manager I assist the CEO with the implementation of web, graphic design and marketing initiatives for BDN and its clients. My responsibilities include:

- Client services and support
- Overseeing projects from set-up to delivery
- Managing web developers, graphic designers and writers
- Building and maintaining WordPress websites and landing pages
- Creating and editing graphic design assets
- Setting up social media and email marketing campaigns
- Monitoring and reporting on web analytics

### ***Founder***

*August 2012 – April 2015*

*SmartsiteMovement*

*Newark, DE*

- Custom mobile business cards & websites
- Client acquisition, project management & support

### ***Marketing Analyst***

*February 2011–September 2012*

*Progressive Business Publications*

*Malvern, PA*

- Managed lead generation and email marketing projects from set-up to fulfillment
- Designed website landing pages
- Revised marketing copy for struggling email marketing campaigns

### ***Market Intelligence Analyst***

*February 2010 – February 2011*

*FedSources Inc. (Deltek)*

*Herndon, VA*

- Collected, analyzed and reported data on federal contract opportunities released by Navy agencies
- Conducted in depth internet and primary research for specific client requests
- Attended industry conferences and wrote informative reports for publication on client website

### ***Administrative Assistant***

*July 2008 – November 2009*

*Help Unlimited Temps & Office Team*

*Washington DC & Alexandria, VA*

Temp Assignments: DC Housing Finance Agency & Giuliani Associates Architects Inc.

- Provided assistance to public regarding real estate buyer program and admin support to agency
- Administrative duties including data entry, AP/AR, payroll assistance, maintained project folders

## SKILLS

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**Web Design-** *WordPress, HTML, CSS*   **Graphic Design-** *Adobe Photoshop, Adobe InDesign*

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