

RACHAEL A. DINICOLA

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EDUCATION

Drexel University, LeBow College of Business
Bachelor of Science in Business Administration
Concentrations: Marketing & Business Analytics
Minor: Interactive Digital Media

Philadelphia, PA
Anticipated Graduation: June 2018
Cumulative GPA: 3.56

Honors: *Drexel University Dean's List* (September 2014 to Present); *Excellence in Personal Leadership* (March 2014)

EXPERIENCE

Publicis Health Media

Paid Search Associate

Philadelphia, PA
September 2016 to Present

- Analyze SQR and Auction Insight Reports to initiate new keyword, campaign, and ad group strategies while eliminating existing low-performing strategies and adding new negative keywords to increase engagement.
- Perform ad copy analysis to find optimizations that increase on-site engagement and CTR; recommend A/B ad copy or ad title tests to obtain the better performing ad copy.
- Generate new campaign build-outs along with ad copy and keyword lists for upcoming campaign launches.
- Build brand dashboards using queries pulling from DoubleClick and Google Analytics in Microsoft Excel for existing brands to ensure efficient monthly and quarterly reporting.
- Create bulk sheets for new Bing and Google keywords, ads, sitelinks, and call-outs for easy upload to DoubleClick.

Urban Outfitters, Inc.

Anthropologie Digital Marketing Co-op

Philadelphia, PA
September 2015 to March 2016

- Responsible for steps along the lifecycle of Anthropologie's email program including calendar creation, daily reporting and analysis, and competitive monitoring.
- Generated weekly reports discussing and providing insights for 3-day metrics for the previous week's emails, including top products purchased, conversion rate, open rate, click-through rate, demand, etc.
- Performed a deep dive on email imagery, design, text, and structure of Anthropologie and its top competitors holiday emails and presented findings to discuss future plans and changes.
- Assisted SEO and Paid Search team by conducting keyword research using Google AdWords for new and existing products on the website, updated title tags, and added special hours on Google My Business during holiday for Anthropologie stores.

Ballard Spahr, LLP

Marketing Technology Co-op

Philadelphia, PA
September 2014 to March 2015

- Responsible for the data manipulation, analysis, and entry of data in InterAction, the firm-wide client relationship management (CRM) database.
- Prepared monthly analytic reports on web traffic and search engine optimization for the firm's blogs and website using Google Analytics and MailChimp.
- Maintained website content including events, alerts, press releases, speaking engagements, media coverage items, articles and attorney biographies using Sitecore.
- Edited and posted on various social media platforms, including LinkedIn, YouTube and Google+.

ACTIVITIES

Alpha Kappa Psi Professional Business Fraternity, *Member (Previously: Director of Marketing)*
Business Learning Community Legacy Program, *Mentor (Previously: Executive Board)*
Delta Zeta Sorority, *Member (Previously: Social Chair & Community Service Chair Assistant)*
Drexel Finance & Investment Group, *Weekly Newsletter Writer*

January 2018 to Present
September 2014 to Present
December 2015 to Present
March 2014 to March 2015

SKILLS & INTERESTS

Skills: Microsoft Excel, Word, Power Point; Google AdWords (UI & Editor); Bing Ads (UI & Editor); Analytics Edge; DoubleClick; GoogleAnalytics; Adobe Photoshop, Illustrator; Wordpress; Sitecore; InterAction; html; css

Interests: Graphic Design; Interior Design; Web Design; User Experience; Music; Soccer; Reading