

RACHELE MORINO

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EDUCATION

Oberlin College, Oberlin, OH
Graduation Date: May 2014
B.A. Geology

2014 Grant Recipient: OCREECAS,
The Oberlin Center for Russian,
East European, and Central Asian
Studies

PROCESS SKILLS

Business Analysis
Customer Management
Process Improvement
Program Development
Content Writing
Web Design + Development

TECH EXPERIENCE

Microsoft Office Suite
Adobe Photoshop
HTML5
CSS
JavaScript
Node.js
Git
GitHub
Google Analytics
Shopify
Squarespace
Mailchimp

CULINARY & CUSTOMER SERVICE EXPERIENCE

Farkas Pastry Shoppe – Cleveland, OH

Pastry Chef

September 2019 – March 2020

- Collaborated with staff to consistently and efficiently produce all in-house and wholesale pastries, anticipating business levels and remaining organized and extremely detail-oriented while serving customers

Breadsmith of Lakewood – Lakewood, OH

Baker, Sweets

March 2019 – September 2019

- Handled production and inventory of all sweet products sold in-store
- Assisted with recipe development and recipe troubleshooting

Petee's Pie Company – New York, NY

Server/Baker

May 2018 – March 2019

- Assembling and baking pies, managing front of house pie inventory and ensuring online orders are fulfilled
- Engage customers and function flexibly in a high-traffic environment

MEDIA & E-COMMERCE EXPERIENCE

Farmstead – Remote

Web Content Administrator, Contract

January 2019 – August 2019

- Data entry of new online products for launch and researching new brands and products
- Curating seasonal bundles and writing engaging product descriptions
- Overseeing weekly purchase orders, using Excel to monitor buying inconsistencies and improve merchandising of existing and new products online

Cherry Bombe – New York, NY

Sales & Distribution; Contract

June 2017 – April 2018

- Created subscriber and renewals management database using Excel proficiency, including: VLOOKUP, array formulas, pivot tables
- Oversaw development and fulfillment of special bundle offers and holiday gift campaigns, leading to an 80% increase in year-over-year holiday sales and 110% increase in holiday subscription orders
- Oversaw production count and fulfillment for biannual magazine as well as all ordering and fulfillment for online merchandise
- Assisted with marketing and social content creation, promotions creative, and editing and copywriting as well as test kitchen projects

Lucky Peach – New York, NY

Circulation & Analytics Manager

June 2016 – May 2017

- Supervised Lucky Peach print circulation and fulfillment relationships
- Compiled and analyzed subscriber data, developed growth strategies
- Supervised audience research and customer service feedback channels
- Oversaw 2016 Holiday Gifts Campaign that surpassed Q4 new order goals
- Monitored web analytics and insights, advised social media/editorial team and collaborated to develop 2017 audience growth goals
- Compiled and communicated weekly, monthly, and yearly metrics

EDUCATION EXPERIENCE

Smithsonian Institution – Washington, DC

Museum Program Assistant

June 2015 – November 2015

Education & Visitor Services Intern

February 2015 – June 2015

- Facilitated educational program activities with up to 75 concurrent students and visitors, conducted visitor experience research and evaluations, trained and supervised volunteers

The Great Baikal Trail – Irkutsk, Russia

Web Content & Education Intern

August 2014 – December 2014

- Developed and executed grant proposal, negotiated budget and facilitated cooperation between Russian and U.S. institutions
- Oversaw day-to-day online presence, edited English language content and assisted with environmental education programming