Rachel Tse

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https://rachelhtse.github.io/portfolio/

EDUCATION

The University of Texas at Dallas   GPA 3.84
M.S., Marketing   May 2021

The University of Texas at Dallas   May 2020
B.S., Marketing & B.A., Arts Technology
Davidson Management Honors Program

BUSINESS EXPERIENCE

Visual App   January 2019 – Present
Web Development Intern
- Built fully responsive websites and posts from the ground up using HTML, CSS and WordPress CMS
- Developed custom post type templates with over 10 custom fields for dynamic websites to empower customers to transform their marketing messaging.
- Designed social media graphics that adhere to branding standards for consistent marketing across channels for 6 different clients
- Analyzed and optimized client sites for quarterly SEO Reviews [add how this provided value]
- Implemented rapid designs within one quarter for 3 customers with limited budgets and short timelines.

XenWinGo   December 2017 – September 2018
Marketing Specialist
- Initiated marketing audit and implemented a digital marketing plan tailored for B2B to specifically improve on site performance and online presence
- Enhanced the website for higher site traffic and improved user experience by writing value-driven content
- Engaged with prospects and current customers through social media on a weekly basis
- Generated and curated content for monthly email campaigns to move leads through the sales funnel

ACADEMIC PROJECT

Collectvie   February 2019 – May 2019
- Conducted a card sorting exercise to interview 10 users on discovering and deciding which movies to watch
- Created material UI and designed user workflow based on personas crafted from interviews
- Presented final documentation and full prototype to UX industry leader and won best design in class

LEADERSHIP & ORGANIZATION

Comet Marketing – Director of Graphic Design, Designer   December 2018 – May 2020
Professional Program in Marketing – Member   October 2018 – May 2020
Undergraduate JSOM Dean's Council – Student Engagement Committee   August 2018 – May 2019
The User Experience Club – Marketing Coordinator, Adobe Liaison   August 2017 – May 2018

TECHNICAL SKILLS

Languages: HTML, CSS, JS, PHP
Tools: Adobe Photoshop, Illustrator, InDesign, Acrobat, Lightroom, Premiere Pro, XD, Wordpress, Hubspot, Google Tag Manager, MailChimp

ADDITIONAL INFORMATION

Eligibility: (USPR) Eligible to work in the U.S. with no restrictions