

Rachel Tse

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EDUCATION

The University of Texas at Dallas

B.S., Marketing & B.A., Arts Technology

Davidson Management Honors Program

Highest Ranking Graduate Scholarship

Academic Excellence Scholarship

GPA 3.74

May 2020

BUSINESS EXPERIENCE

XenWinGo

December 2017 – September 2018

Marketing Specialist

- Initiated and implementing a marketing plan tailored for B2B
- Enhancing the website for higher site traffic and improved user experience
- Engaging with prospects and current customers through social media and email on a weekly basis

Compassion Counseling

July 2017 – September 2017

Website Designer (Freelancer)

- Consulted with founder to discuss website goals and requirements
- Utilized and coded in Wordpress and Divi (by Elegant Themes)
- Designed graphics and reorganized information for improved user experience

ACADEMIC PROJECT

Digital Marketing

March 2018 – April 2018

- Presented initial project plans and communicated with I Love U A-Latte
- Collected over 22k Impressions, 131 clicks and a \$1.24 CPC for the Google AdWords Campaign
- Composed Pre and Post Campaign reports with tips and deliverables for I Love U A-Latte

LEADERSHIP & ORGANIZATION

Comet Marketing – Photography Director

December 2018 – Present

Professional Program in Marketing – Member

October 2018 – Present

Undergraduate JSOM Dean's Council – Student Engagement Committee

August 2017 – Present

The User Experience Club – Marketing Coordinator, Adobe Liaison

August 2017 – May 2018

COMPETITIONS

Adobe Creative Jam 2017 – People's Choice Award & Judges Choice Award

March 22, 2017

VOLUNTEER EXPERIENCE

ITS Academy Volunteer – Hackathon, STEM Symposium

2018

TECHNICAL SKILLS

Languages: CSS, HTML

Tools: Adobe Photoshop, Illustrator, InDesign, Acrobat, Lightroom, Premiere Pro, Wordpress, Divi, Hubspot

ADDITIONAL INFORMATION

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