Rachel Tse

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https://www.linkedin.com/in/rachelhtse/

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
- Designed multiple social media graphics for 6 clients with different branding standards
- Analyzed and optimized client sites for quarterly SEO Reviews

XenWinGo   December 2017 – September 2018
Marketing Specialist
- Initiated and implemented a marketing plan tailored for B2B
- Enhanced the website for higher site traffic and improved user experience
- Engaged with prospects and current customers through social media and email on a weekly basis

ACADEMIC PROJECT

Collectvie   February 2019 – May 2019
- Conducted a card sorting exercise and interviewed 10 users on movie watching habits
- Created material UI and designed user workflow based on research findings
- Organized final documentation and presented full prototype to UX industry leader

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

COMPETITIONS & AWARDS

Adobe Creative Jam 2017 – People's Choice Award & Judges Choice Award   March 22, 2017
Naveen Jindal School of Management – Dean's List   March 2017, December 2019

TECHNICAL SKILLS

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

ADDITIONAL INFORMATION

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