

# Rachel Tse

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

## EDUCATION

**The University of Texas at Dallas**

*M.S., Marketing*

GPA 3.84

May 2021

**The University of Texas at Dallas**

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

May 2020

**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 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