

# rachel kanter

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## experience

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### **GWP, Inc. Advertising Intern, Montclair, NJ**

**June 2019 - August 2019**

Copywriter for the GWP, Inc. Advertising website (GWPinc.com) including client bios and descriptions of how GWP interacts with their respective clients to fulfill their advertising needs. Researched the local, New Jersey State, and national manufacturing industries in preparation for GWP rebranding into this sector. Assisted in the launch of the GWP Health website with layout and copy. Wrote blog post about GWP mission statement for future clients. Participated in video shoots.

**June 2020 - Present**

### **Power in Place, Marketing Collaborator, New York, NY**

Intern at Power in Place, a nonprofit dedicated to celebrating women in Politics. In charge of social media channels and advertising to expand the reach of the project.

### **Peppino's Restaurant and Catering Company, Social Media and Marketing Intern, Syracuse, NY**

**April 2020 - Present**

Create content for Peppino's social media channels. Use insights and analytics to track the success of each post.

### **Banza, Marketing Intern, Syracuse, NY**

**March 2020**

Selected as one of eleven advertising students to help the Banza Marketing Team with their influencer categorization mission.

### **TNH Advertising Agency, Creative Team, Syracuse, NY**

**January 2020- Present**

Member of the creative team for J-Michael, a footwear and outerwear boutique at Syracuse University.

### **TNH Advertising Agency, Greenhouse Member, Syracuse, NY**

**August 2019-December 2019**

Member of TNH, the Syracuse University Student-Run Advertising Agency. Worked on an advertising campaign for Bleu Monkey Cafe to promote their restaurant and increase business.

### **Zipped Magazine, Digital Contributor, Syracuse, NY**

**August 2019- Present**

Writer for Syracuse University's premier fashion and beauty online magazine.

*From Catwalk to Closet - A Closer Look on Copycat Culture*

Accepted for Publication, 2019

### **University Girl Magazine, Syracuse, NY**

**Fall 2018-Present**

Writer for Online and Print Magazine for Syracuse University students.

*Color Guide for Rust- How to Style Rust in the New Year*

Accepted for publication, 2019

### **Newhouse Peer Advisor, Syracuse, NY**

**September 2019-Present**

Mentor five Newhouse freshman. Led tours and helped students adjust to Syracuse and Newhouse.

### **AllianceBernstein University, New York, NY**

**December 2018**

Participated in a full-day event dedicated to networking, interview skills, and resume review.

### **Alchemista, Advertising Intern, Boston, MA**

**July 2017-August 2017**

Created online content and ads for Alchemista, a corporate catering startup. Edited social media pages and posted on the company blog.

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## education

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### **S.I. Newhouse School of Public Communications at Syracuse University**

**May 2022**

Candidate for Bachelor of Science in Advertising. Minor in Information Management and Technology.

- Cumulative GPA: 3.71/4.00

- Dean's List: Academic Year 2018-2019, 2019-2020

- Invest in Success Scholar

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## skills

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**Microsoft:** Word, Excel, PowerPoint

**Adobe Creative Suite:** Photoshop, InDesign, Illustrator, Premiere

**Social Media:** Facebook, Instagram, Twitter, YouTube

