

Rachel G. E. Nix

(304) 417-3770 | nix22r@mtholyoke.edu

EDUCATION

Mount Holyoke College, South Hadley, MA

Expected May 2020

B.A. in Politics and Minor in Sociology

GPA: 3.5

Recipient of Jane Chapple Potter '45 Endowed Scholarship

- *Technical courses:* Computational Problem Solving (Python), Social Networks (R), How Data Shapes the Social World (R), Symbolic Logic, Data Structures (Java)

EXPERIENCE

The Mount Holyoke Fund | Marketing Intern

Sep. 2018 - present

- Works on a cross-functional team that develops and executes fiscal year business objectives
- Creates social media, video, and blog content to drive charitable giving to Mount Holyoke, resulting in a 63% increase in engagement and conversion rates while contributing to an overall \$8.06 million fiscal year gain
- Analyzes metrics from digital campaigns in Excel to develop strategic messaging for future marketing efforts

Amazon Web Services | Marketing Specialist Intern

May 2019 - August 2019

- Built internal web pages in HTML/CSS and JavaScript for Amazon's Nonprofit, Venture Capital, and Startup teams
- Conducted A/B tests to optimize customer-facing email content and layout, analyzed drip nurture campaign metrics, and provided recommendations to optimize future marketing campaigns
- Identified C-Suite contacts and leads for the Nonprofit business vertical in Salesforce, collaborated with Sales team to build messaging for targeted outreach
- Collaborated with remote operations teams to organize onsite events in NYC, Seattle, and DC for public sector customers with attendance up to 12000, building stronger relationships between Amazon and its client base

The Office of Residential Life | Office Assistant

August 2016 - May 2017

- Managed communications between departments and represented the office at recruitment events
- Provided support to new and current students and families to address housing needs and concerns

SKILLS

Languages: HTML and CSS, JavaScript, Python, R, Java (beginner)

Tools: Adobe CQ, Marketo, Workfront, Asana, Hubspot, Salesforce, Canva, Splashthat, Microsoft Office, Google Suite

LEADERSHIP

Student Representative | Advisory Committee on Admissions and Financial Aid

September 2018 - present

- Collaborates with faculty and the Office of Admission to develop recruitment policy and priorities concerning entrance requirements, admissions and financial aid

Senator | American Civil Liberties Union Mount Holyoke

September 2017 - May 2019

- Represented and voted for ACLU chapter at Student Senate meetings
- Organized "Know Your Rights" trainings in coordination with Massachusetts ACLU

Member | Civil Liberties and Public Policy

September 2017 - May 2019

- Organized educational events and outreach for campus and local community to learn about reproductive justice efforts

PROJECTS

March 2019: Won "Outstanding Project" at SisterHacks Computer Science Hackathon for building a computer science teaching website using HTML/CSS and Bootstrap frameworks