

## Rachel G. E. Nix

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

### EDUCATION

---

Mount Holyoke College, South Hadley, MA

Expected May 2020

Bachelor of Arts in Politics and Minor in Sociology

GPA: 3.5

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

### EXPERIENCE

---

Amazon Web Services | Marketing Specialist Intern

May 2019 - August 2019

- Built internal web pages in HTML/CSS for Amazon's Nonprofit, Venture Capital, and Startup marketing 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
- Organized 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 Mount Holyoke Fund | Marketing Intern

Sep. 2018 - present

- Creating social media, video, and blog content to promote charitable giving to Mount Holyoke, resulting in a 63% increase in site visits and engagement and contributing to an overall \$8.06 million fiscal year gain
- Interviewing current students for content on the MHC blog and website
- Analyzing metrics from digital and email campaigns in Excel to determine campaign efficacy

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, R, Python (beginner)

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

### ORGANIZATIONS AND CLUBS

---

Member | Advisory Committee on Admissions and Financial Aid

September 2018 - present

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

Senator | ACLU Mount Holyoke

September 2017 - May 2019

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

Member | Civil Liberties and Public Policy

September 2017 - May 2019

- Educated campus and local community about reproductive rights by organizing events and outreach campaigns

### HONORS

---

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

May 2017: Nominated for Golden Key Society (top 15% of class)