



## Rachel Blacker

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I have a strong set of values based on hard work and giving back. I am seeking a strong collaborative team in the fields of business technology and digital marketing to challenge me and push me outside my comfort zone.

### EDUCATION

Rensselaer Polytechnic Institute |

Troy, NY | Aug 2014–May 2018

- B.S. Information Technology & Web Science
- B.S. Business & Management
- Concentrations: Marketing and Management Information Systems
- Summa Cum Laude

### CERTIFICATIONS

UX Measurement & Benchmarking

Anti-Counterfeiting and Brand

Protection | Michigan State University

ITIL Foundations

Professional Scrum Master

Six Thinking Hats Methodology

Adobe Certified Associate:

InDesign, Photoshop, Dreamweaver

Microsoft Technology Associate:

Operating System Fundamentals,

Security Fundamentals &

Networking Fundamentals

Internet and Computing Core

Certification (IC3) Global Standard 3

### AWARDS & HONORS

- J&J Long Term Incentives | 2020
- J&J Inspire & Encore | 32 Awards
- J&J Standards of Leadership | 2019

### TECHNOLOGIES

JIRA, Adobe Creative Suite, Google Analytics, Sharepoint, Drupal, Wordpress, MS Project, Office 365

### VOLUNTEERING

Marketing Advisor for Alpha Phi

Fraternity, Stevens Institute of

Technology | 2018-Present

Morristown, NJ Zoning Board of

Adjustment | 2021-Present

## WORK EXPERIENCE

### Johnson & Johnson

Technology Solution Lead Skin Health Professional | Skillman, NJ

Mar 2021–Oct 2021

- Launched Skin Health HCP Hub which centrally captures all past and existing relationships, track HCPs, better manage holistic relationships with dermatologists and ensure annual spend cap is not exceeded.
- Implemented 17 rep-triggered emails for sales professionals and implemented rep-triggered media.
- Executed implementation of 300 digital requirements across AveenoMD and NeutrogenaMD to educate health care professionals, enhance the user experience and increase 1st party data collection.
- Led marketing and technology to refresh Aveeno.com. The site will lean into the new strategic direction, digital best practices, collect 1st party data, improve shoppability of content and reduce paid search cost.
- Implemented a digital transparency tool on Johnson's Baby's top 10 product pages that account for 80% of US sales, to deepen our consumer's understanding of the purpose behind each ingredient.
- Oversaw ADA remediation efforts for Aveeno.com, Lubriderm.com, and CleanandClear.com.
- Expanded Claims to Commercial initiative to over 8 brands. Consumer sentiment lift and increased sales occurred as a result of implementing 28 specific, actionable insights across brands.
- Headed operation to expand Ingredient Lifecycle Optimization to Self Care and the Canadian business.
- Directed Consumer Technology co-op and intern program. Mentoring 15 co-ops and interns.
- Co-led J&J RPI recruiting team of 17 and led efforts to hire students for various roles.

Technology Solution Lead Skin Health | Skillman, NJ

June 2019–Mar 2021

- Established 3-year technical roadmap to align with 3-year business operating plan. Managed \$1.8 million budget for resource planning.
- Oversaw implementation of 1250 different digital requirements including adding new content to reduce paid search cost, promoting new products, reducing page load time, and increasing 1st party data.
- Directed Ingredient Lifecycle Optimization which improves the current ingredients lifecycle process and the associated data systems to enable the conversion of science to data into commercial value.
- Managed Claims to Commercial initiative which leveraged data from sales, R&D insights, and consumer sentiment and converted this data into commercial value by distilling it into specific, actionable insights.
- Launched 4 commercial event microsites with 359,000 visitors, 18,000 uploads and 102,000 registrations.
- Ran edit domain pilot to make fast changes on consumer websites, training 18 people. Saved over \$65,000 and 625 hours for Aveeno, Johnson's Baby, Listerine and Lubriderm through pilot.
- Determined technical implementation of personalization on Aveeno.com and Listerine.com
- Implemented script and remote server to automatically refresh Nielsen files on server, reducing manual time for Aveeno, Desitin, Johnson's Baby and Lubriderm by 96%.
- Organized and co-led J&J RPI recruiting efforts conducting multiple information sessions for over 500 students and hiring 10 students for various roles. Managed IT capstone partnership between RPI and J&J.
- Co-led 2019 IT Leadership Development Training Conference for 160 attendees. Acted as communication lead creating communication plan as well as website. Managed over 400 workshop registrations.
- Created and executed 4 workshops and 1 field trip for J&J Girls Who Code Summer Immersion Program.

Service Specialist Consumer Digital Marketing | Raritan, NJ

June 2018–June 2019

- Owned end to end delivery of all Consumer Medical Device projects, a \$3.1 million portfolio. Direct point person to provide all estimates and development scenarios to the business.
- Operated the Global Site Build squad in the Canvas Digital Marketing platform. Delivered 28 websites for 17 brands globally across all regions.
- Staffed and onboarded 8 out of 22 team members for Global Integrated Solutions Team and NA Dynamic Solutions Team. Aligned teams to VisionX which moved from a project-focused to a product-focused model.
- Organized and co-led invite only event with 54 students for J&J RPI recruiting efforts. Arranged J&J presence at RPI IT Honor Society networking event with future ongoing engagement secured.
- Documented detailed process for publishing code as open source under the J&J name. Established website for employees to learn about and interact with Open Source Working Group.

IT Leadership Development Program (ITLDP)

June 2018–May 2020

IT Support Digital & Analytics Intern | Somerset, NJ

June 2017–Aug 2017

- Analyzed over 1,400 software applications on current and future state of knowledge management articles.
- Trained in Knowledge Centered Support methodology and created a rollout plan for support vendors.
- Spearheaded J&J volunteering event for local Boys and Girls Club promoting healthy living to 45 children.
- Orchestrated 3 personal and professional development events for 23 J&J female interns and co-ops.

IT Business Analyst Intern | Raritan, NJ

June 2016–Aug 2016

- Built from scratch department-wide website on Sharepoint accessed by over 4,500 employees with overhauled document library, refocused informational pages and visualized optimization tools.
- Elicited business requirements from team members to create over 170 user requirement specifications.
- Implemented streamlined system for team contact, reducing manual engagements by 65%.
- Coordinated Women's Leadership Event, managing \$1,000 budget and 32 intern attendees.

K12 Inc. | Systems Risk and Compliance Intern | Herndon, VA

June 2015–Aug 2015

- Constructed website used by 2,000+ employees, including restricted content and new document libraries.
- Enforced IT governance on deployment changes, new access and terminations on over 5,000 users.
- Compiled cross identity matrix to include all employees, including 100,000+ teachers, across 7 platforms.