



## Rachel Blacker

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 IT, brand protection, project management, digital marketing, and consulting to challenge me and push me outside my comfort zone.

### CERTIFICATIONS

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

- Applause J&J Inspire Award | 19  
- Celebrate J&J Inspire Award | 19, 19, 20  
- J&J Standards of Leadership Award | 19  
- Platinum J&J Encore Award | 18, 18  
- Gold J&J Encore Award | 18, 17, 16  
- Bronze J&J Encore Award | 18, 19  
- RPI Epsilon Delta Sigma Member Service Award | 18  
- RPI Keynote Speaker Open House | 17  
- RPI Founders Award of Excellence | 17  
- RPI Greek Woman of the Year | 17  
- Who's Who Among Students in American Universities & Colleges | 16  
- Women in Technology | 13  
- Girl Scout Gold Award | 13  
- National Center for Women and IT Computing Award | 13

### SKILLS

Adobe Creative Suite, Enterprise Agile Tools, Sharepoint, Wordpress, Drupal, GitHub, GoDaddy.com

### VOLUNTEERING

- Marketing Advisor for Alpha Phi Fraternity, Stevens Institute of Technology | 18-present

[www.rachelblacker.com](http://www.rachelblacker.com) | (703) 577-9411 | [rachelbethblacker@gmail.com](mailto:rachelbethblacker@gmail.com)

### EDUCATION

Rensselaer Polytechnic Institute | Troy, NY

Aug 2014–May 2018

- B.S. Information Technology & Web Science (ITWS) and B.S. Business & Management
- Concentrations: Management Information Systems and Marketing
- GPA: 3.78 | Dean's Honors List: All semesters

### WORK EXPERIENCE

**Johnson & Johnson**

Technology Solution Lead | Skillman, NJ

June 2019–May 2020

IT Leadership Development Program

- Implemented script and remote server to automatically refresh Nielsen files on server, reducing manual time for Aveeno, Desitin, Johnson's Baby and Lubriderm 96%.
- Determined technical implementation of personalization on Aveeno.com and Listerine.com
- Oversaw implementation of 575 different digital requirements including adding new content to reduce paid search cost, promoting new products, reducing page load time, and increasing 1<sup>st</sup> party data collection.
- Created documentation and trained 17 people on edit domain for consumer websites. Saved over \$15,000 dollars and 140 hours for Aveeno, Listerine and Lubriderm through edit domain pilot.
- Launched 2 microsites for Listerine commercial events which had over 293,000 visitors, 13,000 approved receipt uploads and 68,000 registrations.
- Established 3-year technical roadmap to align with 3-year business operating plan. Managed \$1.8 million budget for 2020 resource planning.
- 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.
- Organized and co-led information session with over 60 students for J&J RPI recruiting efforts. Managed IT capstone partnership between RPI and J&J.
- Planned 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

IT Leadership Development Program

- 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. Drove transparency and alignment between business and development team.
- Operated the Global Site Build squad in the Canvas Digital Marketing platform. Delivered 28 websites for 17 brands globally.
- Staffed and onboarded 8 out of 22 team members for Global Integrated Solutions Team and North America Dynamic Solutions Team. Stood up teams to align with Vision Experience which is transforming J&J Technology from project-focused model 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 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 department website on Sharepoint accessed by over 2,000 employees, including restricted pages and revamped document library.
- 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.

Sacred Heart School | Website Administrator | Troy, NY

Apr 2015–May 2018

- Revamped website for responsive design. Updated weekly with school news and student photo slideshow.

RPIrooms.com | Website Administrator | Troy, NY

Mar 2014–May 2018

- Created responsive design site with 1,000,000+ views. Updated daily, posted pictures for student body and answered questions.