



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 digital marketing, IT and brand protection 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

SKILLS

Adobe Creative Suite, Enterprise Agile Tools, Google Analytics, Sharepoint, Drupal, Wordpress

AWARDS & HONORS

- J&J Long Term Incentives | 20
- J&J Inspire & Encore | 25 Awards
- J&J Standards of Leadership Award | 19
- RPI Founders Award of Excellence | 17
- RPI Greek Woman of the Year | 17
- Who's Who Among Students in American Universities & Colleges | 16

VOLUNTEERING

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

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WORK EXPERIENCE

Johnson & Johnson

Technology Solution Lead Skin Health Professional | Skillman, NJ

Mar 2021–Present

- Executed implementation of 150 digital requirements across AveenoMD and NeutrogenaMD to educate health care professionals and increase 1st party data collection.
- Coordinated efforts to refresh Aveeno.com. The new site will lean into the new strategic direction, digital best practices, collect 1st party data, improved shoppability of content and reduce paid search cost.
- Expanded Claims to Commercial initiative to over 8 brands. Consumer sentiment lift occurred as a result of implementing specific, actionable insights that can be used to drive sales and marketing behaviors.
- Headed operation to expand Ingredient Lifecycle Optimization to Self Care and the Canadian business.
- Directed Consumer Technology co-op and intern program. Mentoring 14 co-ops and interns.

Technology Solution Lead Skin Health | Skillman, NJ

June 2019–Mar 2021

- 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 convert this data into commercial value by distilling it into specific, actionable insights.
- Launched 3 microsites for Aveeno and Listerine commercial events which had over 359,000 visitors, 18,000 approved receipt uploads and 102,000 registrations.
- Established 3-year technical roadmap to align with 3-year business operating plan. Managed \$1.8 million budget for 2020 resource planning.
- Ran edit domain pilot to make fast changes on consumer websites, training 17 people. Saved over \$45,000 and 525 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 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. 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 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.

Sacred Heart School | Website Administrator | Troy, NY

Apr 2015–May 2018

RPIrooms.com | Website Administrator | Troy, NY

Mar 2014–May 2018