RACHEL E. RASMUSSEN

rachrasmussen@yahoo.com ◦ Hoboken, NJ ◦ (908) 309-8929 ◦ @rachrasmussen

EXPERIENCE

Good Apple Digital; New York, NY

Retail Search Marketing Supervisor   July 2014 – Present
- Manage team of three across multiple retail/ecommerce accounts for some of the fastest growing startups in New York City
- Monitor, manage, and optimize various SEM campaigns and budgets using tools within bid management platforms (Doubleclick for Advertisers, Doubleclick Search) as well as directly in engines (Google AdWords, Bing Ads, Amazon Seller Central, Google Merchants)
- Maintain daily client contact for both planned and spur the moment deliverables, working efficiently and effectively, minimizing turnaround time
- Analyze accounts and tactical strategies on daily, weekly, and month basis building and reshaping reporting deliverables as needed

Retail Asst Search Marketing Manager   July 2013 – July 2014
Search Marketing Intern   June 2012 – May 2013

EDUCATION

Boston University Questrom School of Business; Boston, MA

Bachelor of Science in Business Administration   May 2013
GPA: 3.25

ACADEMIC TEAM PROJECTS

Cross-Functional Core Business Plan   Fall 2011
- Developed integrated marketing communication plans including push and pull strategies for years zero through five of product life cycle
- Created website for team's company using a flash-based editor as well as creating multiple advertisements and product mockups for the site and advertising campaign
- Conducted consumer surveys and focus groups in person and online through Qualtrics; extracted relevant data and analyzed to find consumer purchase intent
- Produced BASES Model for product to complete sales forecasts and chose specific benchmarks to measure success of the company's overall marketing strategy

COMPUTER SKILLS

- Doubleclick for Advertisers
- Doubleclick Search
- Google Analytics
- HTML, CSS, XML
- Google Merchant Center
- Product Feed Development
- Google Webmaster Tools
- Snowflake Cloud Data Warehouse
- Microsoft Office Suite
- Google Docs