

# RACHEL BUTTERFIELD

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## EDUCATION

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### University of Utah, David Eccles School of Business

Salt Lake City, UT

Master of Science in Business Analytics, GPA 4.0

Fall 2023

Bachelor of Science in Management, GPA 3.99 - magna cum laude

Fall 2021

- Awarded: [2021-2022 Outstanding Graduate in Management](#)

**Related Coursework:** Statistics & Predictive Analytics, Business Decision Algorithm, Database Design, Marketing, Business & Employment Law, International Management, Information Systems, Economics, Operations/Supply Chain, Finance, and Accounting.

## EXPERIENCE

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### Lucid Software

Salt Lake City, UT

Revenue Operations Analyst

December 2021-Present

- Developed and executed strategy for Lucid's Revenue Operations territory team.
- Built and maintained client accounts and books of business for Lucid's North American sales teams.
- Planned and executed large data cleaning efforts to ensure that our internal information was accurate.

### Y2 Analytics

Salt Lake City, UT

Marketing Specialist

January 2021 – December 2021

- Developed campaigns for social media accounts that led to over a 100% increase in monthly views.
- Created a marketing plan to determine Y2's marketing position, objections, market segments, and strategy.
- Engaged with the community by coordinating multiple community service drives, including one that provided hundreds of socks to the homeless.

### Salt Lake City Bicycle Collective

Salt Lake City, UT

Program & Media – AmeriCorps

May 2018 – May 2019

- Directed weekly program for WTF (Women, Trans, Femme) attendees that encouraged inclusivity in the local cycling community and increased participation by 15%.
- Monitored social media trends to apply to monthly newsletter and social media accounts for the Bicycle Collective, increasing subscribership by 10%.
- Developed and presented a volunteer retention plan to upper management, recognized by the Utah Non-Profit Association, to recognize and retain volunteers.

### Public Employees Health Program (PEHP)

Salt Lake City, UT

Clinical Services Representative

March 2006 – September 2010

- Certified Medical Coder through the American Academy of Professional Coders and Certified Pharmacy Technician through the State of Utah.
- Researched medical procedure costs to negotiate out of network contracts with doctors' offices to ensure members received timely care.
- Reviewed chemotherapy medical claims to determine billing accuracy, which saved the company thousands of dollars each month.

## ACHIEVEMENTS & INTERESTS

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- [SLCC Presidential Community Engaged Student Award Winner](#), May 2019.
- Ironman Triathlon Finisher, November 2014 (2.4-Mile Swim, 112-Mile Bike, 26.2-Mile Run).
- Outdoor enthusiast that enjoys activities such as cycling, running, skiing, hiking, and camping.