

Rachel Levy, Social Media Marketing

8479176334, rwillowlevy@gmail.com

LINKS

[Linkedin](#), [Github](#), [Odyssey](#)

PROFILE

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

EMPLOYMENT HISTORY

Apr 2019 — Sep 2019

Marketing Assistant , The Eco Warrior

North Adelaide, Australia

- Designed, implemented and monitored web pages and sites for continuous improvement.
- Created eye catching and functional digital design concepts across various platforms to strengthen company brand and identity.
- Represented web team at meetings with executives and discussed project goals and milestones.
- Strengthened company brand and identity by creating distinctive website and logo.

Feb 2020 — Present

Web Developer, The Dailey Method

Lake Forest, Illinois

- Designed, implemented and monitored web pages and sites for continuous improvement.
- Created eye catching and functional digital design concepts across various platforms to strengthen company brand and identity.
- Represented web team at meetings with executives and discussed project goals and milestones.
- Strengthened company brand and identity by creating distinctive website and logo.

Dec 2019 — Present

Social Media Marketing Assistant, Atticus Poetry

Los Angeles, California

- Helped clients develop website portals and social media pages to promote businesses.
- Responded to comments, posts and questions from various channels.
- Created informative and entertaining posts for client's Twitter, Facebook and Instagram pages.
- Assist in writing weekly newsletter & blog posts
- Organization (suggesting better systems for organization and efficiencies)
- Reorganize Google Drive for efficiency and organization
- Utilized best practices for SEO optimization to boost social media program's visibility.

May 2018 — Present

Writer, Odyssey

Online

Writes articles for the online newspaper dedicated to college students, and works with the odysseys CRM system to upload article materials consisting of headlines, subtitles, photography, article body, search terms, tags, etc.

Jul 2019 — Oct 2019

Social Media and Web Development Associate , The CBD Bench

Toronto, Canada

- Resolved conflicts and negotiated mutually beneficial agreements between parties.
- Created and managed the Instagram and Facebook accounts
- Writing the content on the FAQ and education section by giving the audience a clear visual of our message and stance.
- I also conduct interviews with a variety of people in all ranges of professions and uses that information to write stories for the blog section on the website.

EDUCATION

Aug 2018 — May 2019

Journalism and Mass Communication, Arizona State University

Phoenix, Arizona

Sep 2019 — Nov 2019

Sustainable Business Strategy, Harvard Business School

Online

Certificate

Jan 2020 — Present

Full Stack Web Development, Northwestern University

Evanston, Illinois

Certificate

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|--------|----------------------------|----------|--------------------------|-------------|
| SKILLS | Content Marketing | Expert | web development projects | Experienced |
| | Search engine optimization | Skillful | Social Media Management | Expert |

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| May 2018 — May 2018 | Crosswalk Design Winner | Vernon Hills, Illinois |
| | One of eight pieces chosen out of all submitted designs by Lake County art students | |