

Rachel K. Benson

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EDUCATION

Fordham University, New York, NY

Graduated May 2023

Major in Communication and Culture, Minor in Marketing, Summa Cum Laude (GPA: 3.86)

Dean's List 2019 – 2023

EXPERIENCE

Big Network, *Digital Marketing Specialist*, New Hampshire

September 2022 – Present

- Create website content and copy that is aligned to Big Network's brand, products, and customer experience
- Curate content for social media platforms, primarily LinkedIn, Twitter, and Instagram
- Develop topic outlines and draft blog posts and core content for Big Network's website and public relations channels
- Optimize on-page elements (content, keywords, meta tags, and internal links)
- Monitor, review, and analyze website traffic data, conversion rates, and social media engagement rates

Gymtime NYC, *Gymnastics Coach*, New York, NY

June 2022 – May 2023

- Develop training programs for beginner and team gymnasts
- Coach beginner and team gymnasts in vault, uneven bars, balance beam, and floor exercise

MDM Digital Marketing, *Digital Marketing Consulting Intern*, Boston, MA

May 2022 – August 2022

- Researched social media trends and statistics in the digital marketing industry
- Edited blog posts for grammar, structure, and style
- For major social media platforms:
 - Developed posting schedules and tracked and analyzed data for individual posts and accounts
 - Created images, infographics, and diagrams
 - Drafted blog posts and written content

Irwin Marine, *Boat Rental Coordinator*, Laconia, NH

May 2019 - August 2021

- Developed systems for boat rental program to track and coordinate boat service and repair, and organize boat rental contracts
- Implemented new software platform for boat rental program
- Wrote boat rental program manual, which included step-by-step instructions for use of boat rental software platform and information regarding management of the boat rental fleet
- Reconciled boat rental department payment data

RELEVANT COURSEWORK AND CLUBS

- Courses: Marketing and the Media, Sport Communications, Sports Marketing, Public Relations, Statistics (Psychology), Social Media, Sustainable Fashion Marketing
- 2022 #NEXTGEN_U Student Summit (Music Business Association)
- Clubs: Fordham Debate Society (creative designer for merchandise and marketing materials), Fordham BioMag (articles editor)

SKILLS AND LANGUAGES

Proficient in Microsoft Word, Excel, PowerPoint, Google Docs, Google Sheets, Google Slides, major social media platforms (Instagram, Facebook, Twitter, TikTok, LinkedIn), SEMrush, Google Analytics, SPSS Statistical Software

Experience with Canva, Adobe Photoshop, and Procreate digital art app

Substantial Spanish Coursework

INTERESTS

Amateur music production, Exploring new musical artists, Major League Baseball, Gymnastics, Personal music blog