



RACHEL DAY

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EXPERIENCE

- **829 Studios** **Boston, MA**
Account Manager *Jul. 2020- Present*
Associate Account Manager *Jul. 2019-Jul. 2020*
 - Manage integrated digital marketing agency projects, including branding overhauls and website creation from strategy to development to be delivered on time and within scope
 - Advise and assist team members on all phases of the project including brand content strategy, UI / UX design, web development, site production, and launch
 - Coordinate daily client to agency communication using CRM and CMS tools
 - Create timelines and milestones for short term and long term deadline-driven projects

- **Syracuse Side Hustles** **Syracuse, NY**
Project Manager *Jan. 2019-May 2019*
 - Led a team of 22 producers, designers, photographers, and reporters to create a multimedia podcast and website highlighting the unique side jobs of Syracuse residents
 - Developed the five-month project timeline for all phases of deliverables
 - Collaborated with faculty advisors and Editor in Chief on overarching project vision, including desired media elements, design aesthetic, and episode direction
 - Pitched, reported, wrote, and produced Episode 2, "What About the Other Children?"

- **Syracuse Center of Excellence** **Syracuse, NY**
Communications Intern *Sept. 2018-Jan. 2019*
 - Responsible for the SyracuseCoE social media accounts, creating campaigns reaching over 3,000 users
 - Wrote technology journalism stories focused on sustainable building design
 - Regularly updated and maintained digital WordPress site through the back end with HTML and CSS shortcode
 - Created newsletters with Constant Contact to reach 10,000 subscribers to promote monthly Research and Technology forums

- **USRowing** **Princeton, NJ**
Communications Intern *May 2018-Aug. 2018*
 - Reported on six national regatta events through interviews with athletes and coaches and written recaps to be featured on the USRowing website and social media accounts
 - Pitched and developed story ideas for profile features on the USRowing website
 - Spearheaded the creation of three comprehensive media guides for the 2018 World Rowing Championships

SKILLS

- • Wrike • ActiveCollab • G Suite • Microsoft Office • GatherContent • WordPress •
- | • client management • scope management • budget tracking • editorial writing •

EDUCATION

- **Syracuse University**
S.I. Newhouse School of Public Communications
B.S. in Magazine, Class of 2019, Magna cum laude

AWARDS

- **1st Place - Podcast, Syracuse Side Hustles**
Society of Professional Journalists National Mark of Excellence

- **2nd Place- Multimedia Storytelling, Syracuse Side Hustles**
Broadcast Education Association Festival of Media Arts