



# RACHEL DAY

rachel.day.1015@gmail.com | 602-903-0705 | rachelday.us

## EXPERIENCE



### Digital Impulse

**Boston, MA | Remote**

#### Digital Account Manager

*Jan. 2021-Present*

- Manage complex web development and paid media digital marketing projects, including campaigns in paid search, paid social, organic social, and SEO
- Oversee budgets and project timelines for over \$300k per quarter in paid media campaigns
- Lead client and team management across 12 accounts on a daily basis
- Advise on all multimedia creative and copy assets for campaigns for optimal audience targeting

### 829 Studios

**Boston, MA**

#### Account Manager

*Jul. 2020 - Jan. 2021*

#### Associate Account Manager

*Jul. 2019 - Jul. 2020*

- Managed integrated digital marketing agency projects, including branding overhauls and website creation from strategy to development to be delivered on time and within scope
- Advised and assisted team members on all phases of the project including brand content strategy, UI / UX design, web development, site production, and launch
- Coordinated daily client to agency communication using CRM and CMS tools
- Created cross-department timelines for 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 social 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, with campaigns reaching over 3,000 users
- Wrote technology journalism stories focused on sustainable building design
- Created newsletters with Constant Contact to reach 10,000 subscribers to promote monthly Research and Technology forums

## SKILLS



- Microsoft Office • G Suite • WordPress • Mavenlink • Lightroom • data analysis • client relations • project management • editorial writing • AP Style • social media management • timeline creation

## AWARDS & ACTIVITIES



### Committee Board Member – Womb Tang - SLC & Wasatch

2022 Committee Member of the Salt Lake City faction of Womb Tang, a women's ski organization

### 1st Place – Podcast, Syracuse Side Hustles

2020 Society of Professional Journalists National Mark of Excellence