

Rachel Reynolds

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EDUCATION

Texas Tech University, Rawls College of Business

Lubbock, Texas

Bachelor of Business Administration, Marketing

May 2023

Certificate in Data Analytics

GPA: 3.53

WORK EXPERIENCE

Calvetti Ferguson

Houston, Texas

Marketing Intern

May 2022–August 2022

- Orchestrated and edited intern recruitment video using Adobe Premiere Pro, showcasing the company culture and intern experience through personal interviews and visual storytelling
- Utilized Canva and Adobe Creative Suite to create brand-consistent digital content
- Crafted blog posts and press releases on the company website using WordPress, leveraging SEO strategies to increase visibility
- Managed company social media pages and scheduled content through Hubspot

Mpact Beverage Company

Spring, Texas

Social Media Assistant

December 2021–May 2022

- Developed monthly social media calendars and analytics reports, leveraging data-driven insights to optimize the company's social media strategy
- Orchestrated photoshoots and created digital content to provide high-quality visuals for the brand and products on three social media platforms
- Drove audience engagement by launching seasonal campaigns with giveaways and contests

Marketing Intern

June 2021–August 2021

- Conducted research to create a targeted list of potential customers across the state and implemented a mailer campaign
- Partnered with merchandise companies to create shirts for employees and customized products to sell on the website

LEADERSHIP

Alpha Kappa Psi

Lubbock, Texas

Vice President of Administration

December 2021–December 2022

- Supervised and mentored a 100-member chapter and 14 executive officers, fostering a positive culture and increasing productivity
- Organized impactful community service events and secured guest speakers for professional events, providing the chapter with educational and networking opportunities
- Assisted executive members with recruitment and fundraising efforts by organizing events and building strong relationships with community partners

Director of Public Relations

December 2020–December 2021

- Collaborated with representatives from multiple companies to design merchandise, meeting strict deadlines and fulfilling the desires of the chapter
- Increased chapter awareness on campus by creating flyers and sharing events to target audiences across three social media platforms