

Rachel Booth

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EDUCATION

McIntire School of Commerce, UVA, Charlottesville, VA

Degree conferred August 2023

- **M.S. in Commerce, *Marketing Analytics and Business Management***

Cornell University, Ithaca, NY

May 2022

- B.A.: Sociology, Minors: Business, Inequality Studies
Honors: *Magna Cum Laude, Earle B. Hopper Memorial Award for Distinguished Senior at Cornell Univ.*

Booth

SKILLS AND INTERESTS

- **Technology:** Adobe Creative Suite (Premiere, Photoshop, Illustrator), Videography, Canvas, Figma, Google Analytics, Paid Advertising, SEO / SEM, data-driven digital campaigns, Microsoft Office
- **Social Media:** All major social media platforms, social listening, awareness of trends, content creation, data analytics

ATHLETICS & LEADERSHIP

UVA Varsity Women's Polo Team, *Player*

Aug 2022 – Present

- Competed for reigning national championship team while maintaining accelerated course load.

Cornell Varsity Women's Polo Team, *Captain and Player*

Aug 2018 – May 2022

- Two-year captain, four-year starter on nationally ranked team.
- Selected for the Cornell Athletics Leadership Academy led by Dr. Greg Shelley, trained in the areas of leadership, motivation, group development, and peak performance

Cornell University Senior Convocation Committee, *Communications Officer*

May 2021 - May 2022

- Planned and promoted the 2022 Senior Convocation event, committee responsibilities included surveying students, selecting performers, and selecting keynote speaker: Candace Wu.

Our March Our Campus, *Media Coordinator*

Sept 2020 - Oct 2020

- Promoted a campus-wide, student-athlete march by filming and producing a series of promotional videos
- Attracted over 1,000 student-athletes to participate in the march.

PROFESSIONAL EXPERIENCE

McIntire School of Commerce | *Student Ambassador*

Sept 2022- Present

- Utilized multiple communication channels to improve the customer journey experience of prospective students.

Wahoops | *Marketing and Media Associate*

Sept 2022- Present

- Increased engagement and KPIs across multiple social media platforms
- Formulate and produce strategic sports media for 30k+ UVA sports fans.

Cornell University | *Video Production Assistant*

Nov 2020 - May 2022

- End-to-end filmed and produced creative highlight videos for Cornell's 37 varsity sport teams
- Instant replay operator for live ESPN broadcasts

Athletux (Social Media Firm) | *Intern*

February 2021-October 2021

- Created monthly social media schedules for equine businesses represented by Athletux, wrote marketing emails, blog posts and magazine articles.
- Planned promotional strategies for client events, including Devon Horse Show; the largest outdoor multi-breed horse competition in the United States attracting an audience of 120,000+ spectators.

Big Red Sports Network | *Director of Video*

Aug 2020-May 2022

- Directed multiple mini documentaries, filmed and edited team highlights and tributes, initiated feature athlete series
- Strategized and executed media campaigns across multiple digital platforms

RELEVANT CLASSWORK

Competitive Business Simulation | *Head of Product Management & Marketing*

Sept 2022- Dec 2022

- Utilized simulated market research to develop competitive product offerings while planning and executing effective multi-channel marketing campaigns and promotional offers in a competitive context.

Spring 2023 Course Enrollment

Jan 2023- May 2023

- Data Aggregation & Visualization | Digital Strategy & Analytics | Consumer Behavior & Pricing | Brand Management & Strategy | Foundations of Global Commerce