

# RACHEL E. LEVY

[rachel@rachel-levy.com](mailto:rachel@rachel-levy.com) • [www.rachel-levy.com](http://www.rachel-levy.com)

## PROFESSIONAL EXPERIENCE

**Objective:** Seeking a position where I will be able to make an impact in my areas of strength of social media, branding, strategy, advertising and online marketing.

### **SOCIAL MEDIA AND MARKETING CONSULTANT (part time) 2008-present**

- *Temporary Director of Marketing and Social Media* at Second Time Around, consignment clothing retailer
- *Co-founder of BostonTweetUp:* Promoting Boston's events via [Twitter](#), [Facebook](#), [website](#) and [weekly video](#)
- *Firstgiving.com:* Wrote article on social media, researched new business opportunity
- *Insolia Inserts:* Social networking and search engine optimization (SEO)
- *Jewish Community Centers of Greater Boston:* [Camping website](#)
- *Social media enthusiast:* write a [successful blog](#) with 100 visits/day and 205 comments in 6 months, guest blogger for [The Wall Street Journal](#) (7 posts), have 6,000 [Twitter followers](#) and 10,000 updates, ranked #17 on Twitter in Boston with a grade of 99.9, have 550 [LinkedIn connections](#) and have 700 Facebook friends
- *Media interviews/coverage:* NPR, The Boston Globe, [About.com](#), Wall Street Journal

### **JEWISH COMMUNITY CENTERS OF GREATER BOSTON, Newton, MA 2006- 2008**

#### **Director of Marketing**

Managed the marketing and communications for the overall JCCGB agency, the early learning centers and the camps, including branding, websites, strategic planning, brochures, events, and internal/external communications.

- Developed and implemented the first ever branding look and feel for the agency and all its programs and services.
- Brought together separate departments in the development of an overall agency brochure sent to 25,000 local people and a [new agency website](#), which has 400 more hits per day than the former site.
- Developed logo and new marketing materials, including brochures, [website](#), parent newsletter, advertisements and word of mouth programs, for the six JCC Early Learning Centers.
- Created first ever [brochure](#) and [website](#) for 14 camps under the JCCGB umbrella.
- Led the creation of [three agency videos](#), invitations and other supporting materials for the annual fundraising events in conjunction with Development department.
- Member of agency's Senior Management Team.

### **JIM BEAM BRANDS, Deerfield, IL 2002-2006**

#### **Brand Manager and Consultant, Small Batch Bourbon Collection (Knob Creek) and Jim Beam Brand**

Overall management of brand, including budget and profit/loss statements, forecasting, events, promotions, branding, advertising, sales team, public relations, packaging, product supply, web, member development, and mission/positioning development. Led cross-functional teams and managed two direct reports.

- Developed a milestone celebration program including press tours, an employee party, b-roll to press and consumer sweepstakes and event. Program served to educate consumers about the brand.
- Led creation of the first TV advertisement; oversaw TV spot production and worked with Marketing Research to develop testing plan.
- Managed development of \$10.3MM media plan, including TV, print, integrated programs and outdoor.
- Achieved growth of brand for first time in 5 years through marketing programs.
- Led the development of the 3-year strategic and operating plans for both brands.
- Developed the first guiding document for brand promotion and future planning.
- Created unique ambassador program to train consumers, customers and sales staff. Achieved 6x volume increase.
- Instituted the company's first customer relationship marketing program, increasing membership by 30%.

### **KRAFT FOODS, Glenview, IL 2000-2002**

#### **Associate Brand Manager, Senior Associate Brand Manager, Cottage Cheese (Breakstone's and Knudsen) Senior Associate Brand Manager, Kraft Natural Cheese**

Responsible for various Kraft brand businesses. Analyzed business, developed plans to drive business forward, including new product development. Promoted to Senior Associate Brand Manager in six months.

- Managed 2003 planning strategic process, coordinating various functional groups and external agencies.

- Worked to launch new flavor line within seven months of inception. Coordinated team to develop packaging design, production capabilities, financial and nutritional analysis, consumer promotions and sales materials.
- Developed plan to save \$18MM in Trade Spending by analyzing holiday and region effectiveness.
- Led partnering team at Kraft and Nabisco that developed first time advertising and cross-package promotions, and trade and consumer promotions.
- Selected to participate in six week sales training program (STOMP) designed for marketing professionals.
- Led team that won annual division award for “Best Advertising Campaign.”
- Co-created monthly meetings for Associates to develop and improve advertising critiquing skills.

**ABBOTT LABORATORIES, Abbott Park, IL**

**1998-2000**

***Management Development Program***

Marketing rotational program with one year each in Sales and Marketing Research.

- Delivered direct sales pitches to physicians in offices, hospitals and special events. Determined call plan in order to target most impactful doctors.
- Ranked #1 in Region twice for market share and growth.
- Conducted primary/secondary marketing research for new products and business development.
- Worked with research agencies developing primary research with physicians and patients on eight major projects, including pricing, message/concept testing, new products and business development. Launched sales materials for new product, extremely highly rated by sales representatives.

**AVID TECHNOLOGY, INC., Tewksbury, MA**

**1995-1996**

***Senior Corporate Accountant***

**COOPERS & LYBRAND L.L.P., Boston, MA**

**1993-1995**

***Senior Audit Associate*** (CPA certified)

## EDUCATION

**UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS, Chicago, IL**

**1998**

***Master of Business Administration, Marketing and Organizational Behavior***

- Graduated with Honors. Dean’s Honor List for seven quarters. GPA: 3.7.
- Founder and co-developer of LEAD Outdoor Experience, three day team-building event for first year students. Selected as Leadership Exploration and Development (LEAD) Facilitator.

**SKIDMORE COLLEGE, Saratoga Springs, NY**

**1993**

***Bachelor of Arts in Business and Economics with Spanish Minor***

- Graduated with Honors in Business/Economics. Cum Laude. GPA: 3.66.
- Awarded Gail Moran Morton Prize for excellence in Business major and humanistic concern for personal and community relationships. Member of Periclean Honor Society.

## COMMUNITY LEADERSHIP, VOLUNTEERING AND INTERESTS

- Social media/networking enthusiast, including blogging, Twitter, LinkedIn and Facebook.
- Board of Directors, Knowledge Communities
- Active participant and volunteer in Boston’s Combined Jewish Philanthropies: Board member 2007-present, Kadimah leadership program 2006-2007, Event committee volunteer for various events.
- Active participant and volunteer in Chicago’s Jewish Federation, including participant in LEADS, Advanced LEADS and Geshet, leader of LEADS for 2 sessions; 1998-2004.
- Biked for 270 miles on a 5-day trip in Israel. Have also sky-dived, bungee jumped and climbed ropes courses.
- Interests: Skiing, health and fitness, volunteering, religion and adventure travel.
- Studied and worked in Madrid, Spain for eight months. *Proficient in Spanish.*