

RACHEL ARCANGELI

CONTACT

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-  Tampa, FL

EDUCATION

Florida State University

- B.S. in Marketing
- B.S. in Management Information Systems
- Minor in Communication

SKILLS

- HubSpot Email Marketing Certified
- Basic skills in SQL
- Drift Conversational Marketing Certified
- Microsoft Office Specialist Excel Certified
- Proficient in Tableau Software
- Basic skills in R Commander
- Proficient in Adobe Lightroom
- Sprinklr Social Listening Certified

LEADERSHIP

Delta Nu Zeta

Historian

- Collaborated with other chair positions to develop a comprehensive marketing strategy to maximize new member recruitment
- Redesigned the official website to attract and inform potential new members
- Managed social media accounts and created weekly content to highlight members and activities

REFERENCES

Nathan Dean - Social Media Supervisor
Supervisor, Fanatics
Email: Available upon request

TJ Eash - President/CEO, OrthoLync
Manager, OrthoLync
Email: Available upon request

OBJECTIVE

Results-driven marketing and management information systems professional with experience in digital strategy, social media management, and data analysis. Seeking a position where I can leverage my skills to drive growth and contribute to the success of a dynamic organization. Committed to delivering exceptional customer experiences, implementing effective marketing campaigns, and utilizing data-driven insights to optimize business processes.

WORK EXPERIENCE

Fanatics

Social Media Specialist

August 2023 - Present

- Work closely with the Social Media Manager and the Vice President of Customer Experience to analyze NPS surveys to recognize trends and identify areas for improvement
- Conduct social media trend analysis to identify emerging fashion trends within the sports industry, delivering reports with insights for integrating trends into product development and marketing strategies
- Collaborate with colleagues to improve and maintain the Returns Help Desk page, outlining complex procedures for customers while ensuring clarity and consistency with the Fanatics brand voice
- Contact vendors and warehouses to resolve issues such as product defects and damage, assisting customers by troubleshooting and ensuring timely resolutions
- Manage and uphold brand identity and reputation by engaging with customers publicly through comments, ensuring consistent messaging and reinforcing brand values across 900 social channels
- Implement strategies to turn negative feedback into positive experiences, effectively managing challenging situations, and turning dissatisfied customers into brand advocates

OrthoLync

Digital Specialist

June 2021 - August 2023

- Updated customer accounts and resolved customer issues with a 99% satisfaction rate
- Onboarded new clients by accurately entering information and creating profiles in various software systems, including Formstack and our own Cloud 9 Signature Software
- Acted as a lead customer-facing role and managed successful relationships to ensure adoption of the products
- Demonstrated product and service usage to help customers get the most from their purchases
- Managed social media platforms, leading to a 5% growth through content creation and curation
- Assisted CEO with redesigning websites to fit practice branding and image

Dr. Holmquist Healthcare

CytoActive Social Media Manager

August 2021 - May 2022

- Developed and implemented new social media strategies and plans to track potential clients and increase brand awareness
- Managed Instagram account, resulting in a 250% growth in followers
- Developed informative graphics, curated content, and edited videos to fit the social platform
- Created editorial calendars and syndication schedules
- Moderated user content to ensure all engagement with the account was appropriate and amplified the company's brand

SGP Advisors - Formerly Shea Barclay Group

Sales Intern

May 2018 - August 2018

- Collaborated with the CFO to test and implement new data management software, Broker Buddha, to enhance client customization and accessibility
- Updated client records accurately on a daily basis
- Researched and created lists of leads for sales representatives
- Improved organization and content of sales presentations through PowerPoint revisions