



## RACHEL ZYDYK

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## Education

### TEMPLE UNIVERSITY

*Fox School of Business, Philadelphia, PA*  
Bachelor of Business Administration, May 2016  
Marketing Minor: MIS  
GPA: 3.32

## Activities & Awards

Member, American Marketing Association

Committee Leader For Events & Community Service, Fall 2013-Spring 2014

Member, Fashion And Business Club, Fall 2013-Spring 2015

Member, Ice Breakers Case Study, August 2015-Present

Recipient, Temple University Academic Scholarship, 2012-Present

## Skills

Microsoft Word, Excel, PowerPoint

Google AdWords

Google Analytics

Hootsuite, Buffer & TweetDeck

My SQL Workbench

R and R Studio

WordPress

## Experience

**STYLE GURU** *December 2015-Present*  
Collegefashionista, Philadelphia, PA

- Write articles ranging from 250-500 words.
- Research & analyze fashion & beauty trends for article features.
- Style & photograph looks for article features.

**EVENTS INTERN** *December 2015-Present*  
Technically Media, Philadelphia, PA

- Assist events team in coordinating event logistics.
- Use Twitter, Facebook, Meetup and other social media networks daily to engage new and existing audiences in creative ways.
- Assist staff in creating and executing event marketing campaigns.

**EDITORIAL INTERN** *May 2015-July 2015*  
Where Traveler Rome, Rome, Italy

- Rome based monthly city guide-magazine for English-speaking visitors covering culture, entertainment, shopping, and dining.
- Assisted members of staff in administrative & office duties.
- Researched, proofread, edited, and wrote advertising copy.
- Wrote articles ranging from 200 to 1500 words published in multiple issues.

**MARKETING INTERN** *June 2014-August 2014*  
Coffee The App, New York City, NY

- NYC based startup for a business networking mobile application.
- Managed Twitter, Facebook, and Instagram social media content.
- Grew Instagram account from 100 to 1500 followers.
- Conducted online research about bloggers and social media habits to garner awareness about the application.
- Developed social media strategy of content posting with the marketing team.