

RACHEL M. LAMBERT

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EDUCATION

Bachelor of Arts in Communications, Susquehanna University, Selinsgrove, PA
Emphasis in Strategic Communications: Advertising & Marketing, Minor in Art History
Summa Cum Laude | GPA: 3.75/4.00

May 2020

RELEVANT EXPERIENCE

Children's Specialized Hospital Foundation, Mountainside, NJ

May 2018 – Aug. 2018 and Jun. 2019 – Present

Marketing and Public Relations Intern

- Write, research, and interview for press releases, maintain a media list and distribute releases to local media
- Publish content on social media through Hootsuite including patient stories, press releases, and upcoming events
- Design email campaigns in Mailchimp, graphics in Canva, and write copy for social media

Her Campus Media, Boston, MA

Jan. 2019 – May 2019

Community Social Intern

- Researched and implemented social media best practices across platforms for a variety of Her Campus community programs including InfluenceHer Collective and Campus Trendsetters
- Launched and managed Instagram account for Campus Trendsetters program, including designing graphics in Canva and re-posting relevant content from the Trendsetters community three times per week
- Wrote copy and designed graphics for Twitter, Instagram, Facebook, Pinterest posts to recruit leaders for new chapters

Her Campus, Susquehanna University, Selinsgrove, PA

Sept. 2017 – May 2020

President/Campus Correspondent, Social Media/Marketing Director, Contributing Writer

- Lead all chapter functions including organizing weekly meetings, planning events, and recruiting/retaining members
- Manage Facebook, Instagram, and Twitter pages to drive traffic to site with 5 posts per platform per week
- Compose one article per week pertaining to any topic, but primarily entertainment/lifestyle

Zeta Tau Alpha Women's Fraternity, Iota Nu Chapter, Selinsgrove, PA

Dec. 2017 – Dec. 2018

Historian-Reporter

- Sustained positive PR for our chapter through social media platforms such as Instagram, Twitter, Facebook, and Tumblr in order to recruit new members, publicize philanthropy events, and showcase the strong character of our chapter
- Provided a written Chapter News Report each semester to the International Office for publication in national ZTA magazine
- Planned all aspects of chapter photoshoots including scheduling a photographer and coordinating logistical details

CAMPUS & COMMUNITY INVOLVEMENT

Career Development Center, Susquehanna University

Sept. 2018 – May 2020

Student Assistant

- Perform clerical duties including writing emails, answering phone, scheduling appointments
- Assist students with questions and manage overall fluency of office

Zeta Tau Alpha Women's Fraternity, Iota Nu Chapter, Selinsgrove, PA

Jan. 2019 – Dec. 2019

Director of Philanthropy

- Collaborate with local organizations to arrange a variety of service opportunities for chapter members
- Lead Think Pink Chair in planning fundraising events that support philanthropy, Breast Cancer Education & Awareness
- Communicate weekly service opportunities to all chapter members and track and report individual service hours
- Earned a chapter award for Excellence in Philanthropy and Community Service during my term

SKILLS

Computer: Proficient in Microsoft Office Suite, Google Suite, Canva, Adobe Photoshop; Experience with Adobe Illustrator, Hootsuite, MailChimp, Adobe InDesign, Adobe Acrobat; Familiar with Google Analytics

Social Media: Proficient with Facebook, Instagram, Twitter; Experience with Snapchat, Pinterest, Tumblr

Language: 7 years of Italian language studies (working knowledge of reading, writing, comprehension, conversational speaking) plus six-week immersive study abroad experience in Florence, Italy in Summer 2019

REFERENCES

Available Upon Request