



RACHEL JENKINS

MARKETER & VIDEOGRAPHER

CONTACT



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www.rjenkinsmedia.com



New York, New York

EDUCATION

BACHELOR OF SCIENCE

Electronic Media

Weber State University, UT

2008-2011

MUSIC BUSINESS

Middle Tennessee State University, TN

2007-2008

SKILLS

Social Media Marketing

Content Creation

Video Production & Editing

Customer Service

Adobe Creative Suite

HR Management

Promotional Events

Project Management

Public Relations

PROFILE

Communication professional with experience in customer acquisition, marketing, promotion, video production, PR, and social media. Extensive knowledge of new media with proven leadership skills. Fast learner and experience with MS Office, Adobe Creative Suite, and other software to assist in promoting numerous successful businesses.

WORK EXPERIENCE

ACCOUNT COORDINATOR

2017-Current

Advantage PR / New York, New York

- Assisted in securing, scheduling, & accompanying talent to press opportunities
- Wrote and compiled pitches, bios, and EPK's
- Worked closely with talent and staff to maintain cohesive branding and image

OWNER

2013-Current

RJ Media Productions / Utah and New York

- Planned and directed all functions of production company
- Freelance and independently contracted video production and social media

PROJECT SUPPORT SPECIALIST

2015-2016

Auric Solar / Salt Lake City, Utah

- Developed & maintained internal marketing for multi-million dollar company
- Managed social media profiles and online presence
- Collaborated with marketing team to implement project ideas and plans
- Designed, directed, and edited video projects in conjunction with marketing manager

SOCIAL MEDIA & MARKETING MANAGER

2014-2015

Yay Services / Salt Lake City, Utah

- Planned and implemented social media strategies for budding business
- Created marketing plans in conjunction with owner

SPA DIRECTOR

2012-2013

Sego Lily Spa / Layton, Utah

- Director over 30+ employees at one of the premiere spas in Utah
- Managed inventory, payroll, and accounts payable for entire business
- Assisted corporate with marketing, social media management, and events