

RACHEL E. LEVY

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PROFESSIONAL EXPERIENCE

RACHEL LEVY CONSULTING

2008-present

Social Media and Marketing Consultant

- Work with a variety of clients in social media strategy, implementation and training, such as consumer products, consumer services, pharmaceuticals and B2B.
- *Social media enthusiast*: write a [successful blog](#) with 100 visits/day and 1,200 comments, have 8,600 [Twitter followers](#) and 29,000 updates with a Twitter grade of 100, 1,200 [LinkedIn connections](#), 1,100 Facebook friends, guest blogger for [The Wall Street Journal](#) (7 posts).
- *Temporary Director of Marketing and Social Media* at Second Time Around, consignment clothing retailer.
- *Co-founder of BostonTweetUp*: Promoting Boston's Twitter and networking events using social media.
- *Media interviews/coverage*: NPR, The Boston Globe, [About.com](#), Wall Street Journal.

WEBINARLISTINGS

2009-2011

Founder/CEO

A directory of live and recorded webinars and other virtual events. Sold business in October 2011.

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

- 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.*