

RACHEL HON

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EDUCATION

University of California, Irvine

Graduated: June 2021

B.A. - Business Economics, Minor in Management
Deans Honor List Spring 2020

Relevant Coursework: Marketing, Business Management, Advertising, Statistic, Managerial Economics, Econometrics

EXPERIENCE

Lee Regenerative Medical Institute, Huntington Beach CA

Social Media Marketing Intern

March 2021 – June 2021

- Collaborated alongside with doctors and medical assistants to create interactive and educational content and generate ideas for all company's social media platform, such as, Facebook and Instagram
- Created interactive social media content and campaigns on Instagram and Facebook, increasing interaction base by 700% and follower base by 100% within two weeks
- Utilized Hootsuite to maintain a weekly posting schedule on Instagram and Facebook to increase engagement
- Served as website producer; ensuring consistency of website content and strategy across digital properties

Something About Marketing, Irvine CA

Digital Marketing Intern

March 2021 – May 2021

- Created Facebook ad copy and imagery with Canva and increased page likes by 1000% and page views by 300%
- Designed logos, ad design/campaigns, email marketing graphics, landing page graphics, blog graphics, and slogans
- Maintained niche social media accounts to promote awareness and face value to consumers, increasing follower base by 100% and interaction base by 300% in a span of two weeks
- Collaborated with marketing team to construct and update social media platforms to the desired target audience
- Developed a high converting landing page to retarget and convert new and old consumers by driving traffic through social media advertisements, such as Facebook ads
- Decreased the cost per result by 18% with the use of Facebook Pixel to target ideal audience
- Published and authored a marketing blog on "Ways to Advertise Amazon" that ranked on the first page on Google.com by conducting SEO research and analysis

RippleMatch, Irvine CA

Growth Marketing Intern

June 2020 – November 2020

- Routinely selected from a pool of thousands of UCI students through social media to work closely with leaders of RippleMatch's Executive Team
- Assessed performance metrics to improve, change and help develop new growth tactics that spread awareness of RippleMatch to hundreds of UCI students weekly
- Designed and planned educational events for UCI students by leveraging tools such as social media, email marketing, presentations, and networking to grow RippleMatch's user base and overall awareness on campus

SKILLS

- **Computer:** Proficient in Microsoft Office, Gsuite, Social Media Platforms, Prezi, Canva, Hootsuite, SSPS
- **Marketing:** Blogging, Website Management, Content Marketing, Email Marketing, SEO, Social Media Advertisement, Social Media Management, Web Design, Digital Marketing
- **Soft Skills:** Communication (written and verbal), Teamwork, Customer Service, Organization, Multi-task
- **Certifications:** Business Analytics: Marketing Data Research, Marketing Tools: Digital Marketing, Social Media Marketing: Strategy & Optimization
- **Language:** Conversational in Cantonese and Mandarin