

Rachel Van Hefty

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## Experience

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### **The Evoke Agency**

**Madison, WI**

*Account Strategy Intern | Jan '25-Present*

- Manage online communities for clients with 500K+ Instagram followers, ensuring timely engagement and brand-aligned interactions
- Collaborate with Andis Company's Account Executive to support client campaigns and execute special projects across digital platforms
- Conduct influencer outreach and contribute to content planning for Newman's Own social media, driving a 16.7% increase in TikTok followers and 7.5% growth on Instagram in just 2.5 months

### **Paper Transport**

**Green Bay, WI**

*Marketing/Sales Intern | May '24-Aug '24*

- Compile data and input from sales team to write/design collateral and market updates
- Create and schedule content for the company's social media pages (LinkedIn, Facebook)
- Organize marketing initiatives with the Director of Sales Operations and CCO

### **Moda Magazine**

**Madison, WI**

*New Members Coordinator | Oct '23-Aug '24*

- Answer any questions, comments and concerns posed by new members and/or direct them to other members that can answer them more precisely
- Discover ways to incorporate member feedback to accommodate new members

*Social Media Manager | Jan '22-Oct '23*

- Crafted content/captions for all social platforms while scheduling and posting daily
- Coordinated posts and marketing strategies with PR team, EIC and small businesses in Madison
- Utilized various social media platforms to promote Moda's online writers/articles, which led to a 74% increase in website traffic
- After the first 5 months in the position, Moda's Instagram account reached 65.6% more accounts compared to the previous 5 months, ultimately reaching 18.2k accounts

### **Mid Vallee Golf Course**

**Green Bay, WI**

*Bartender & Beverage Cart Server | Mar '21-Aug '24*

- Engage with customers in a cordial manner while working efficiently with other team members
- Manage time while receiving, preparing and serving drinks/food, restocking, completing customer transactions

## Education

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### **Bachelor of Arts in Communication Science and Rhetorical Studies**

**Madison, WI**

*University of Wisconsin-Madison | Sep '21 - May '25*

- **GPA:** 3.8/4.0
- **Certificates:** Digital Studies, Entrepreneurship, Sports Communication
- **Honors & Awards:** Dean's List recognition: 2021-22 and 2022-23 school years, 2024 fall semester

## Skills & Activities

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**Software:** HTML/CSS, Adobe Photoshop, Dreamweaver and InDesign, Canva, Airtable, Microsoft Suite

**Clubs/Extracurriculars:** The National Society of Leadership and Success