

Rachel Marco

860-460-5226 • rachelamarco@gmail.com • rachelmarco.com

PROFESSIONAL EXPERIENCE

Dana-Farber/Boston Children's Cancer and Blood Disorders Center

Boston, MA

Web Editor/Online Marketing Specialist

07/2018 – Present

- Conceive, implement, and oversee web and digital communication projects that increase awareness of the Dana-Farber/Boston Children's brand. Measure and provide reports on website and social media metrics.
- Increase the visibility of Dana-Farber/Boston Children's global online presence among key audiences including patients and families, referring physicians, opinion leaders, and the medical elite.
- Create, write, and edit the Dana-Farber/Boston Children's website, which has nearly six million pageviews annually.
- Oversee ongoing search engine optimization (SEO) and search engine marketing (SEM) efforts of the website.
- Manage the Dana-Farber/Boston Children's Twitter account, which averages more than 600 monthly engagements.
- Develop and pitch ideas for blog posts and video content and oversee the filming of digital assets.

Boston University – Office of Admissions

Boston, MA

Digital & Social Media Marketing Manager

03/2014 – 07/2018

- Developed social media strategy and managed Boston University's admissions presence on Facebook, Twitter, YouTube, Instagram, Snapchat, Tumblr, and Pinterest.
- Managed the admissions website, totaling over 300 pages of content and serving more than five million users per year.
- Analyzed website and social media usage statistics using Google Analytics and Sprinklr; developed and applied tracking methodologies for social media and the website to improve reporting and inform strategy and development.
- Collaborated on projects with admissions and enrollment staff to enhance recruitment and yield initiatives. Marketing strategies resulted in record numbers of college applications yearly between 2014-2018.
- Oversaw our Marketing and Communications Specialist and 3-4 interns annually.

Boston University – Department of Electrical & Computer Engineering

Boston, MA

Publications, New Media, and Promotions Administrator

06/2010 – 02/2014

- Developed department marketing strategies for recruiting both undergraduates and graduates to the department that resulted in increased enrollment in 2012-13 by 26% for undergraduates and 13% for graduate students.
- Wrote more than 50 articles and press releases annually for the website, *Engineering* magazine, and *BU Today*.
- Edited the department website using WordPress and oversaw its redesign.
- Executed all email marketing campaigns including setup, proofing, testing, launch, analysis, and optimization.
- Managed presence on social media outlets, including Facebook, Twitter, and LinkedIn.
- Designed the department's annual report, email templates, brochures, flyers, and posters using Adobe Creative Cloud.

Connecticut College – Office of College Relations

New London, CT

Alumni/Advancement Writer

05/2007 – 06/2010

- Wrote articles and text for emails, the alumni magazine, website, newsletters, and other college publications.
- Managed the college's Twitter page and alumni section of the Connecticut College website.
- Wrote acknowledgment letters and speaking points for the president of Connecticut College.
- Drafted fundraising proposals, reports, scripts, and gift agreements for the office of college advancement, reaching a record-setting 45% participation in alumni annual fund giving in 2006-07 and raising \$25.5 million in 2007-08.

EDUCATION AND ACHIEVEMENTS

Boston University

Boston, MA

Master of Science in Mass Communications, graduated with distinction

Yale University

New Haven, CT

Bachelor of Arts in English

ADDITIONAL QUALIFICATIONS

Certified in inbound, email marketing, and content marketing through HubSpot Academy. Highly skilled in both PC and Mac applications: Microsoft Office including Word, Excel, PowerPoint, and Outlook; MailChimp; HTML; RedDot; WordPress; Sprinklr; Hootsuite; Google Analytics; iMovie; Keynote; and design software such as Adobe Photoshop, Illustrator, Flash, Dreamweaver, and InDesign.