

Rachel Lefler

CURRENT ADDRESS 2320 Lincoln Way Apt 717C 50014 • **CELL** 309-337-4362 • **E-MAIL** relefler@iastate.edu

EDUCATION **Bachelor of Science | Majors in Marketing & Management Information Systems (In progress)**
Iowa State University, Ames, Iowa
Expected Graduation: May 2021 | GPA: 3.16/4.00
Study Abroad (Spring 2019) Deakin University, Burwood, Australia

RELEVANT EXPERIENCE

JOYRUN INC., AMES, IOWA

Growth Marketing Intern (August 2018-November 2018)

- Created and executed viral promotions to bring sustainability to Joyrun on campus
- Measured key performance indicators and proactively adapt to changing social environments
- Contacted and provided in depth presentations to Student Organizations to increase brand awareness

DORAN'S INSURANCE & SERVICES, INC., STRONGHURST, IL

Receptionist and Marketing Coordinator (June 2018-August 2018)

- Exemplified communication skills in managing all facets of front operations
- Efficiently handled all company social media accounts such as Facebook and Twitter
- Analyzed marketing plan and provide recommendation on the company website
- Imparted key insights on how to improve the social media and website as well as future marketing strategies

GATOR'S BAR AND GRILL, BURLINGTON, IA

Hostess (August 2016-August 2018)

- Presided over training of new employees while providing mentorship as they began role
- Performed various tasks, within the front operations, which include greeting guests, answering phone calls, and resolving problems
- Offer hands-on assistance to guests with reservation requests with approximately 10 per day

LEADERSHIP AND VOLUNTEER EXPERIENCE

DELTA GAMMA SORORITY, AMES IOWA

Director of Public Relations (August 2019-Present)

- Assist with all aspects of PR with the campus, community, alumnae, and advisors
- Oversee a public relations committee
- Report to the Vice President of Communications and serve on the Joint Chapter Management Team
- Create a positive image or "brand" for the Eta Psi Chapter

CAMP QUALITY GREATER KANSAS CITY, EXCELSIOR SPRINGS, MS

Companion Volunteer (2018-Present)

- 200+ volunteer hours at non-profit summer camp providing children with cancer the opportunity to feel like kids again
- Took responsibility over campers to ensure they were safe as well as having fun

ACTIVITIES Delta Gamma Sorority | Marketing Club | Marketing Committee Student Union Board | Circle of Sisterhood Committee – Marketing and Public Relations