



PROFILE

Skilled content creator proficient in Graphic Design, Photography, Video, Live Production, and Social Media. Experienced event planner and administrative worker in various roles, including historian, secretary, and head planner. Quickly rises to administrative leadership positions while maintaining high levels of dedication and quality. Eager to bring a fresh perspective and creative energy to your company.

CONTACT

 **PHONE - CELL**
717.517.4493

 **EMAIL**
rachyoder97@gmail.com

 **PORTFOLIO**
theuntamedcollective.com

 **LINKEDIN**
www.linkedin.com/in/rachelyoder97

EDUCATION

+ **MBA in Org Mgmt. | M.S. Data Science**
EASTERN UNIVERSITY
2022-2024

+ **Bachelor of Science | Video Production**
UNIVERSITY OF VALLEY FORGE
2018-2021

EMPLOYMENT

+ **Freelancing**
ENTREPRENEUR
Freelance in layout design, motion graphics, promotional video and photo production, video editing, and product photo shoots. Deliver high-quality visual content tailored to clients' needs, consistently meeting deadlines and exceeding expectations. Specialize in brand development and identity, creating cohesive and impactful visual narratives for various clients.
2018 - Current

+ **Brittany's Hope**
CREATIVE COORDINATOR
Managed and developed all marketing and communication materials for a humanitarian aid non-profit, ensuring consistent branding. Analyzed SEO tracking, leading to an annual performance increase of at least 5%. Implemented and enhanced CRM and other technologies for improved efficiency. Actively participated in and led multiple event planning and execution, generating revenue of \$100,000 and beyond.
2022-2024

EXPERIENCE

+ **Media Production Team**
FULL TIME MEMBER
Served as a Camera Operator, Assistant Director, and Graphics Coordinator for live events and services. Developed expertise in non-linear editing and integrated graphic design elements into event content and deliverables. Effectively managed the team's social media accounts, increasing engagement and reach.
2019-2021

+ **Campus Activity Board**
PRESIDENT
Organized and executed events for the student body, ensuring seamless coordination and communication. Acted as the primary liaison with other departments, maintaining group dynamics and cooperation. Skillfully directed events in compliance with healthcare guidelines during the Covid-19 pandemic, prioritizing safety and well-being.
2018-2021

+ **University of Valley Forge**
ADMINISTRATIVE ASSISTANT
Filed important documents, including housing and orientation materials, in preparation for the 2020-2021 school year. Designed and printed engaging graphics for orientation packets, and meticulously planned new student orientation for the class of 2024, ensuring a welcoming and informative experience.
2020

+ **First Year Experience**
PEER MENTOR
First Year Experience is a comprehensive first-semester orientation program for incoming students. Responsibilities included administrative work, delivering presentations, and providing academic and moral support to new students. Created an inclusive and supportive environment to help students transition smoothly into college life.
2019-2020

EXPERTISE

+ **DAVINCI RESOLVE**
Final Cut Pro, Premiere Pro

+ **ADOBE SUITE**
AI, ID, AE, LR, PS

+ **INTENTIONAL**

+ **VISIONARY**

+ **MARKETING & MANAGEMENT**

+ **BRAND IDENTITY & AWARENESS**



Dear Hiring Manager and Team,

I am writing to express my enthusiastic interest in this position. My first degree is a Bachelor of Science from the University of Valley Forge, majoring in Video and Media Production. I recently graduated from Eastern University with a Master of Business Administration and a Master of Data Science. My journey began in an orphanage in Mumbai, India, where I was adopted into a loving family and came home to the United States of America. As the eldest child, I developed a strong sense of responsibility, compassion, and a team-centered mentality, which have driven my professional and personal growth.

Throughout my academic and professional career, I have consistently taken initiative, leading various projects with minimal resources and supervision. My undergraduate experience involved traveling along the East Coast, producing and operating live-production events for diverse clients, which honed my skills in handling multiple tasks under pressure. While pursuing dual master degrees, I worked full-time at a non-profit organization, where I independently oversaw and created all print and digital marketing, communication, and technical materials for a humanitarian aid initiative. I was often the main point of contact for these projects, managing stakeholder expectations and ensuring successful outcomes through meticulous planning and coordination.

These experiences, coupled with my educational background, have equipped me with strong leadership, organization, management, and mentorship abilities. My dedication to excellence has consistently driven me to go above and beyond, ensuring the success of every project I undertake.

I have seized opportunities to travel abroad, volunteering my talents to worthy causes, which has enriched my perspective and deepened my commitment to service. My passion for continual learning and expanding my knowledge motivates me to stay updated with industry trends and best practices.

My key skills and experience include:

- Adept in Adobe Suite, G/Microsoft Suite, Mailchimp, Salesforce, and Meta
- Live-production experience with LED walls, broadcast cameras, switchers, and presenters
- Exceptional attention to detail and organizational skills, with the ability to multitask effectively
- Expertise in creating physical and digital campaign materials from conception to completion, with targeted segmentation
- Strong event and project management skills, ensuring successful execution and coordination of various initiatives
- A proactive, self-starting approach to learning and problem-solving, with a proven track record of quickly mastering new skills and meeting any requirements

I am eager to bring my skills in content creation, graphic design, and project management to your company or organization, contributing to its mission of crafting high-quality, impactful experiences that captivate and inspire audiences worldwide. My ability to quickly learn and adapt allows me to absorb new information with accuracy and excellence. I thrive in dynamic environments and am dedicated to fostering a culture of continuous improvement and innovative thinking.

I am excited about the opportunity to bring my enthusiasm, creativity, and commitment to your company or organization and look forward to discussing how I can contribute to your team's continued success. Thank you for considering my application.

Sincerely,

Rachel Yoder
R a c h e l Y o d e r



EMAIL

rachyoder97@gmail.com



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To Whom it May Concern,

I am writing in regard to Miss Rachel Yoder. I highly recommend her for any job in which she applies. She is a very dedicated and reliable person. Her creative solutions to everyday problems have saved time and money for my business. I am the owner of Frank N Beans Daycare. Miss Yoder has volunteered and worked as a substitute for me for several years until I closed the daycare at the beginning of the Covid Epidemic.

Miss Yoder is a team player that is willing to listen to other people's ideas even if they differ from her opinion. She asks insightful questions and encourages other staff members' creativity. I am quite aware of Rachel's work and volunteer experience.

This may not be a traditional reference but I would like to point out the many lessons learned throughout her job and volunteer experience that I have observed over the years of knowing Miss Yoder.

When volunteering at Hershey Medical Center as a teen she learned responsibility and organization skills. She was tasked with the distribution of supplies to patients and being on time following the schedule assigned to her, It also was her first experience in appropriate behavior in a professional setting. Miss Yoder then worked at Turkey Hill and learned customer service in a high paced commercial setting. The flexibility of scheduling and being responsible for large amounts of expensive merchandise, working independently and being responsible for the complete management of the store for hours at a time. She then took part in several opportunities in leadership roles in College. While volunteering to do mentoring to her peers. Her second job at Brittany's Hope helped in shaping her perception of workplace ethics and team mentality. She collaborated on several large production events and fundraising.

I would hope that when volunteering and working for me she learned compassion for other people and administrative skills. We were state regulated and inspected yearly taking part in the State food program. The mandatory regulated paperwork that was required was part of her tasks to complete. If the paperwork was not done properly we would have not passed inspection. Her interaction daily with parents and other employees I feel helped her in customer interaction and working as a team member while treating people with respect.

This is just a few examples as to why Miss Rachel Yoder would be an asset to your company. If there is any other information that you need me to provide. Please contact me at the below telephone number.

Sincerely,
Rose Zlnk
Owner of Frank ~N~ Beans Daycare
717-285-2919