

Rachel E. Burns

www.RachelEBurns.com

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EXPERIENCE

Integrated Marketing Coordinator; April 2016 - present

Viacom (CMT and TV Land), Nashville, Tenn.

- Assist in creating and managing co-branded campaigns to drive revenue for major advertising partners, such as Pepsi, Johnson & Johnson, Fiat Chrysler, and Procter & Gamble
- Collaborate with internal and external groups to create marketing materials for CMT and TV Land's linear, digital, and social platforms
- Serve as the marketing point on production shoots to ensure brand guidelines are met

Integrated Marketing Intern; September 2015 - April 2016

Viacom (CMT and TV Land), Nashville, Tenn.

- Assisted team in the strategic creation of pitch decks, wrap decks, and marketing materials for brands
- Brainstormed creative marketing solutions and created one sheets for marketing opportunities
- Tracked digital and social integrated marketing initiatives across multiple platforms

Chapter Advisor Intern; August 2014 - December 2014

HerCampus.com, Remote

- Managed ten local chapters to maintain consistent brand standards across the nation

Communications Intern; June 2014 - August 2014

City of Huntsville (Office of the Mayor), Huntsville, Ala.

- Handled media relations, including booking interviews, creating quotes and connecting sources
- Updated social media pages (40,000+ followers) with engaging content to build relationships
- Wrote promotional materials, including press releases, PSAs, pitches and media advisories

EDUCATION

Auburn University: Distance Learning Program

Master of Business Administration (MBA) with Marketing concentration; fall 2017

- GPA: 3.17/4.00

Auburn University: Auburn, Ala.

Bachelor of Arts in Public Relations, *magna cum laude*; spring 2015

- GPA: 3.61/4.00
- Selected for Dean's List on four occasions

HONORS / PROFESSIONAL MEMBERSHIPS / ACTIVITIES

Inbound (Marketing) Certification, *HubSpot*, March 2015

- Certified in SEO, social media, blogging, inbound methodology and other inbound techniques

Medallion Awards, *Public Relations Council of Alabama*, March 2014 and April 2015

- Won two Medallion Awards and two Awards of Excellence for individual and group work

Public Relations Student Society of America / Public Relations Council of Alabama, *Membership Director*, February 2013 - May 2015

- Directed promotional activities and served as point person for 50+ club members

Her Campus Auburn, *Public Relations Director*, August 2012– May 2015

- Worked with national and local brands to plan events that reached hundreds of students

Spirit of Auburn Founders Scholarship, *Auburn University*, August 2011- May 2015