

RACHEL LEVIN

Marketing | Media | Recruiting

PROFESSIONAL SUMMARY

Seasoned leader with 9 years of experience across marketing, recruiting, audience development, news, and e-commerce. Proven track record in partnerships and high-impact growth strategy.

CONTACT INFORMATION

📍 Somerville, MA

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SKILLS

- **Analytics:** GA, Adobe Analytics, Parse.ly
- **Editorial:** Semrush, WordPress
- **Newsletter:** ConstantContact, MailChimp, OptCulture
- **Project Management:** Airtable, Asana
- **CRM:** HubSpot, Salesforce
- **Social Media:** Sprout Social, Social News Desk, Sprinklr, Hootsuite, Later
- **Commerce:** Adobe Commerce, affiliate platforms (Trackonomics, Impact, others)
- **Paid Advertising:** Google Ads, AdRoll, Meta Business Suite, LinkedIn Ads, X Ads
- **Media:** Canva, Photoshop, Audacity, Final Cut Pro, CapCut, DaVinci Resolve
- **DAM:** Bynder, LucidLink

EDUCATION

University of Delaware 2017 | Newark, DE
Bachelor of Arts in Media Communication
Minors in Advertising & Journalism

AWARDS

- Promoted 2 times in 2 years (*Brafton*), 4 times in 5 years (*Reviewed*)
- Received Chairman's Award from Gannett CEO for leading COVID-19 coverage, which was awarded 'Best of Gannett 2020' (*Reviewed*, 2020)
- Selected for 'Gannett Emerging Leaders' and 'Future Focus', competitive leadership development programs (*Reviewed*, 2022).

WORK EXPERIENCE

SENIOR MARKETING & RECRUITING SPECIALIST

Gordon Institute of Engineering Leadership, Northeastern University | Boston, MA
September 2025 - Current

- Develop and execute recruitment and marketing strategies to increase qualified leads and program enrollment
- Manage the full lifecycle of digital marketing initiatives across email, social media, and website optimization
- Promote campus and virtual events to drive attendance; capture photo and video content for marketing use
- Lead and support group and one-on-one information sessions for prospective students, industry partners, and internal stakeholders
- Conduct targeted outreach to companies, prospective students, alumni, and Northeastern groups to generate high-quality leads and partnerships
- Write and publish spotlight features on companies, students, and alumni to increase brand awareness and program visibility
- Support admissions operations by reviewing, organizing, and processing student applications

HEAD OF AUDIENCE & MARKETING

USA TODAY's Reviewed, Part of Gannett | Cambridge, MA
May 2019 - November 2024

- Led and managed the audience team, owning and executing social and community strategies (+278% organic growth), newsletter strategy (+27% subscribers), video production, and editorial programming
- Analyzed performance data and ran surveys and A/B tests to optimize stories across writers using SEO, inclusive language, high-impact headlines and visuals
- Launched and scaled trending news strategy that earned \$12MM; assigned, edited, and wrote stories
- Trained staff on efficient publishing processes, maintained publishing guides and content calendar, and quality-checked work to ensure partner satisfaction
- Served as the primary liaison between Reviewed and the USA TODAY/Gannett network (300+ local properties), corporate PR, news aggregators, and social media reps, coordinating editorial, affiliate, print, and media opportunities

ASSOCIATE MANAGER, SOCIAL MEDIA & PROMOTIONS

Brafton Content Marketing Agency | Boston, MA
July 2017 - May 2019

- Managed social media and paid marketing strategies for 25+ premium B2C & B2B clients
- Directly supported clients end-to-end from onboarding through product creation and delivery, to communicating performance insights
- Managed small to medium-sized paid campaigns across Google Ads, AdRoll, and social platforms
- Created engaging graphics and short-form video for marketing efforts
- Analyzed campaign metrics to improve strategies and deliver comprehensive performance reports
- Trained new hires and interns on internal processes to ensure self-sufficiency in a fast-paced environment
- Assisted team members in optimizing digital strategies, creating product proposals, and delivering ROI reports to clients