

Rachel Trippier

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EDUCATION

University of Oxford

BA Hons Philosophy, Politics & Economics, Second Class, Division One

- Core course focus: Ethics & Practical Ethics, Advanced Paper in Theories of Justice and Feminist Theory
- Activities: Oxford Climate Society, University Women's Rugby & Oxford Society for International Development

King Edward VI Five Ways School, Birmingham

A-Levels - Mathematics (A), Economics (A*), Philosophy (A) GCSEs: 8 A*, 3 A*

- Activities: President of Amnesty International Society, Captain of First XI Hockey Team & Economics Prize winner

WORK EXPERIENCE

Slick (London) - Customer Success Executive / Business Coach

02/2024-date

- Business Coach to 350+ hair and beauty Salons across the UK [2-12 employees]. Offering bespoke business coaching sessions to boost revenue, client retention, social media presence, and staff engagement. Generating and boosting engagement to promote feature utilisation and stickiness [93% new active engagement, highest among team], building rapport to upsell our payment solution [hit sales target after 2 months], and software subscription upgrades.
- Initiated, created, and maintained team documents such as onboarding process, and handbook to boost productivity
- Voted company-wide 'Hustle' value champion twice within my first 3 months

Mo.health - via Jumpstart (Remote) - Founder's Associate

08/2022 - 12/2023

- Strategic Growth projects: Sole ownership of all strategic growth marketing practices from month 2 in the role. Researched, developed business case for, and executed a *long-term SEO project* - including article planning and writing, and SEO optimising, boosting domain authority by 18 points in two months. Developed and executed a full *LinkedIn organic marketing strategy* to boost inbound traffic increasing our organic inbound by 300% in 6 months - managed through a bespoke built LinkedIn content generator and planner created in Notion. Executed an *industry first affiliate scheme*, onboarding and managing 12 affiliates.
- B-Corp: Led on and executed our Pending, and then subsequent full, B Corp certification process start-to-finish.
- Business Development: Created sales prospect lists, iterated and improved on lead lists based on data generated. Initiated, created strategy for, and executed high-touch, B-corp-focused, outbound sales strategy end-to-end, directly leading to the onboarding of 3 new clients in 3 months. Owned multiple sales campaigns, from prospecting, to crafting the emails, to booking meetings - A/B tested and iterated to pass on playbook to BDM.
- Customer Support and Product Strategy: First point-of-contact for all customer queries (~400 customers). Led research into product direction and strategy through regular outbound campaigns to customers and inbound analysis.
- Product partnerships: Close partner to CEO on strategic product partnerships, decisions and tasks - used Figma and Miro to create product prototypes for partnerships with other startups and corporate partners alike, liaised with and between Corporate partners and CEO to understand their needs and build ongoing, mutually beneficial relationships.
- Operations: Used prior Project Management experience to build business cases, create and track multiple strategic projects. Constantly sought to improve operational efficiency, championing the implementation and tracking of OKRs/KPIs internally and spearheading internal structure reorganisation to boost efficiency. Researched, created, and maintained internal policies and processes from employee handbook and code of conduct to new hire onboarding and performance reviews. Planned and communicated feature releases and product updates to customers, ensuring timely delivery of features in accordance with our growth strategy.

Fridays for Future (Birmingham) - Co-founder

05/2019 - 09/2020

- Co-founded a local subsidiary of the global environmental protection movement, inspired by Greta Thunberg
- Set-up and managed the organisation, from creating documents and processes, to planning strategy and long-term goals
- Led events and planned outreach to grow to 50 members within 6 months

Aon (Birmingham) - Investment Consulting Intern

06/2021 - 08/2021

- Project managed a team of 6 people over 6-weeks to design an innovative recruitment campaign for external use. Tracking progress & identifying potential risks, creating presentations and internal stakeholder updates (best scoring team)
- Prepared investment transition plans by working together with 10+ stakeholders & presenting findings to clients

Her Majesty's Revenue & Customs (Birmingham) - Project Management Officer

09/2018 - 08/2019

- Director General Level Project Board Secretariat: Organising meeting, booking rooms, preparing pre-meeting briefings and post meeting summary for the Director General of CCG at HMRC.
- Project Support: Maintained project action log, risk register - ensuring timely reports fed back to programme board
- Completed educational courses on project management & participated in a APM Project Management course

EXTRACURRICULAR EXPERIENCE

Broad Street Humanities Review – *Creative Director* -

05/2019 - 09/2020

- Transformed the visual output of the journal by newly recruiting 5 in-house artists and commissioning 15 pieces of artwork

St Edmund Hall JCR - *Vice President + Environment and Ethics officer*

01/2020 - 01/2022

- Established a process to track & manage student complaints including problem diagnosis, resolutions & implementation
- Voted E+E officer 14 weeks into degree, beating 5 other candidates who stood for election

IT SKILLS & INTERESTS

IT Skills: Experienced in Pipedrive, Slack, Aircall, Notion, Figma, Ahrefs, Airtable, and all major Microsoft Office applications [Excel, Word, Etc]

Interests: Training for Budapest Marathon 2024, Top 1% Vinted seller, Club Rugby with Hampstead RFC