

Rachel Baatz

Kirkland, WA | rbaatz@uw.edu | (425) 626-6218 | <https://www.rachelbaatz.com/>

Data Analytics & Digital Strategy

Education

University of Washington, Bothell, WA

June 2026

B.A. in Business Administration, Marketing and MIS, Minor in Data Analytics and Economics | GPA 3.5/4.0

- Relevant Courses: Python, Data Visualization in Tableau & R, Data Studies, Software Engineering, Risk Modeling

Skills

Data & Analytics: Excel (Pivot Tables, VLOOKUP), SPSS, R, Python

Marketing Analytics: Google Analytics, A/B Testing, SEO, SEM, Campaign Performance Analysis, Audience Segmentation

Visualization & Tools: Python, Tableau, R, Microsoft Office 365, PowerPoint, Canva, Slack, Microsoft Teams

Experience

Allied Global Marketing, Seattle, WA | *Field Marketing Intern*

Winter 2026

- Analyzed audience sentiment and campaign performance across 100+ groups and 750+ outreach touchpoints, generating weekly reports to optimize real-time marketing strategy and engagement.
- Evaluated influencer and community-based campaigns across 20+ creators and 10–15 niche groups per activation, refining targeting and outreach strategies to increase attendance and audience alignment.
- Synthesized qualitative and quantitative insights from film campaigns and events (500+ attendees per activation), identifying key engagement drivers to inform client strategy for brands like Prime Video, Disney, and A24.

Academic Projects

Food Unaffordability, Bothell, WA | *Python Analysis*

Winter 2026

- Engineered a Python data pipeline to clean, transform, and merge 3 datasets (84+ monthly records), resolving datetime and Excel inconsistencies for accurate time-series and inflation-adjusted analysis.
- Performed EDA and computed real price indices across 6+ food categories (2018–2024), identifying eggs (+80% vs. CPI), ground beef (+19%), and bread (+17%) as key cost drivers.
- Developed visualizations and delivered insights showing households spend 10–11% of income on food, with volatility in select staples driving overall affordability perception.

Consumer Shopping Behavior, Bothell, WA | *R Analysis*

Fall 2025

- Examined global apparel pricing trends (2020–2025) using R across 100+ data points, uncovering shifts in premium vs. value positioning driven by inflation and consumer budget sensitivity.
- Conducted EDA and visualized 5-year RSP growth, integrating insights from peer-reviewed research to contextualize Zara's premium pricing vs. competitor volatility (e.g., Nike) under changing consumer demand.
- Correlated 250+ product-level data points with pricing trends to reveal consumer trade-offs between value and volume, informing brand positioning and marketing strategy.

CED Financial Model, Bothell, WA | *1st Place*

May 2025

- Built an Excel-based financial model to forecast 2025 performance, modeling revenue streams (~\$19.8M) and growth scenarios by applying 1–15% sales assumptions across 7 employees to evaluate expansion strategies.
- Diagnosed cost structures across 20+ expense categories, recommending targeted increases (e.g., +110% freight-in, +65% equipment) and strategic hiring of 2 employees to expand capacity and drive revenue growth.
- Formulated a data-driven growth strategy that increased projected profit sharing by \$241K and generated \$72K profit per new hire, earning 1st place through a clear, insight-driven executive presentation.

Leadership & Involvement Experience

University of Washington Marketing Club, Bothell, WA | *President*

Spring 2025 – Present

- Direct weekly operations by setting KPIs, delegating tasks, and tracking execution to improve team accountability.
- Promote multi-channel campaigns, increasing event attendance from ~20 to 100+ students (+400%).

University of Washington Delta Sigma Pi, Bothell, WA | *Webmaster*

Spring 2025 – Present

- Manage website (Squarespace) and analytics, increasing event attendance and alumni engagement by 25%.
- Facilitate communications for 80+ members, using LinkedIn and web analytics to improve content performance.

Certificates: Tableau 2024.1 Essential Training | Tableau: Mastering Calculations | R for Data Analysis & Visualization