

# Rachel Baatz

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Marketing & Communications | Digital Strategy | Data Analytics

## Education

**University of Washington**, Bothell, WA | *B.A. in Business Marketing and MIS, Minor in Data Analytics and Economics*

- Expected Graduation: Spring 2026
- GPA: 3.5

## Skills & Interests

Technical: Google Analytics, SEO, SPSS, Excel, Tableau, R, Office 365, Microsoft Teams, Slack, Stukent, Little Field  
Professional: Digital Marketing Strategy, Consulting, Data Analysis, Stakeholder Management

## Experience

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

**Winter 2026**

- Write media pitches and press materials **to** support publicity campaigns for Allied Global Marketing clients, including Prime Video, Disney, Amazon MGM Studios, A24, and Warner Bros. Pictures.
- Execute influencer and community outreach, engaging 10–15 Seattle-based niche groups and 3–7 local influencers per campaign to drive awareness and attendance.
- Create weekly break reports synthesizing entertainment news and audience sentiment to help clients identify key moments and reactions for data-informed marketing and advertising strategy.
- Support event marketing by assisting with the on-site execution of advanced film screenings.

**University of Washington Club Council**, Bothell, WA | *Marketing Coordinator*

**August 2025 – Present**

- Direct Club Council digital marketing strategy for 100+ recognized student clubs.
- Design promotional materials and event graphics to highlight club achievements and strengthen university-wide outreach.
- Collaborate with the Advising Director and cross-functional team via Microsoft Teams and Outlook to review funding proposals and campaign workflows on GatherUWB.
- Support club development through officer trainings, workshops, and Fall and Winter Club Fairs; Fall 2025 Club Fair attracted 1,341 attendees, including 24% residential and 68% commuter students, and 45% incoming students.

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

**Spring 2025 – Present**

- Manage the fraternity's digital presence and branding across Squarespace and LinkedIn by creating visual content and event recaps that enhance community engagement and promote chapter initiatives.
- Align content strategy with recruitment and engagement goals, driving a 25% increase in event attendance and alumni interaction.
- Maintain and organize the 80+ member Discord server with dedicated channels for internships, professional workshops, and alumni events; manage permissions and update the events tab weekly to improve communication.

**EnjoyKidsUS**, Bothell, WA | *Marketing Consultant*

**Fall 2025**

- Conducted market research and segmentation analysis using Google Forms, SPSS, and Excel, collecting 50+ survey responses through targeted Facebook community outreach.
- Interviewed the company CEO to assess brand positioning, value proposition, and marketing campaign gaps.
- Led team brainstorming and data analysis to identify customer preferences and new market opportunities, presenting actionable campaign recommendations to the CEO.

## Leadership & Involvement Experience:

- **Women in Business** **2023 – 2026**
  - Utilizing resources for company tours, case competitions, and networking with industry professionals.
- **Business Consulting Association** **2025 – 2026**
  - Consultant in Training Program, developing foundational consulting skills through case workshops, problem-solving exercises, and exposure to real-world business challenges.