

# Rachel Pikus

## Communications / Web / Analytics

*address* 3102 Elmwood Ave, Apt 14, Rochester, NY 14618  
*contact* 585-520-9650 • rpikus@gmail.com  
*web* www.rachelpikus.com

### George Eastman House

#### Manager of Online Engagement

*September  
2013 - Present*

- Manage and execute overall strategy for the museum's web, social media, video, and database marketing properties.
- Establish, monitor, analyze, and report web/social metrics for tracking success of online efforts.
- Monitor conversations regarding the museum on social media sites and respond or coordinate response.
- Schedule, design, and execute database marketing materials/campaigns.
- Prioritize digital projects according to scope, timeline, resources, and the museum's overall strategy.
- Identify digital opportunities and suggest projects involving the web, mobile, and beyond. Work with IT and interpretive staff to implement.

### ATP World Tour

#### Digital Media Manager

*March 2012  
- August 2013*

- Developed social media marketing initiatives and database marketing efforts in support of company objectives to grow reach and engagement of the ATP Tour global brand.
- Managed branded presence and voice in social networking communities according to brand guidelines and strategies.
- Regularly analyzed, reviewed, and reported on effectiveness of digital marketing campaigns to digital media team.

Awards: 2013 Silverpop Best Creative Email Campaign

### Lollypop Farm, Humane Society of Greater Rochester

#### Web Content Specialist

*August 2011  
- March 2012*

- Worked both independently and collaboratively to re-design and re-build www.lollypop.org.
- Executed database marketing campaigns for a variety of successful outreach and fundraising efforts.
- Managed website database which included user records, event registrations, and donations.

### Rochester Institute of Technology (RIT) Development & Alumni Relations

#### E-Communications Specialist

*January  
2009  
- July 2011*

- Led online communication efforts to integrate new web technologies into marketing and outreach campaigns.
- Established social media presence and strategies to grow online alumni engagement and fundraising.

Awards: 2010 NEAT Professional Development Scholar

### Education

#### RIT

Advanced Grad. Certificate  
Interactive Multimedia  
Development  
2010

#### RIT

BS Professional & Technical  
Communications  
2006

### Technical Skills

Microsoft Office/  
Adobe Creative Suite  
*Advanced*

Google Analytics/  
Google Search Console  
*Advanced*

CSS/HTML  
*Advanced*

Skype/Google+ Hangouts  
*Advanced*

Constant Contact/Silverpop  
Engage database marketing  
*Advanced*

Wordpress/Drupal/SiteCore/  
Blackbaud Sphere CMS  
*Advanced*

JavaScript/JQuery/PHP/MySQL  
*Strong working knowledge*

Flash/Video Editing  
*Strong working knowledge*