

Rachel Willard

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EXPERIENCE

Marketing & Sales Coordinator, Elkhart, IN

August 2021 – Present

Mid-City Supply CO., INC.

A premier provider of Plumbing, HVAC, Refrigeration, PVF, and industrial products with nine locations serving contractors and homeowners in Indiana and Michigan.

- Manage social media platforms (Facebook, LinkedIn, & Instagram) for Mid-City Supply, driving audience engagement and growth.
- Produce monthly "social report cards" and collaborate with Marketing Manager on strategic insights.
- Design and produce various marketing materials including training flyers, product announcements, promotional materials, and event flyers.
- Create targeted advertising campaigns for builder associations affiliated with Mid-City Supply.
- Support email marketing initiatives through Constant Contact.
- Contribute to special design projects as needed.
- Manage literature distribution to branches and associates.
- Coordinate giveaways and promotional items for customer events and special promotions.
- Generate PHOCUS reports for the sales team as required.
- Oversee procurement and organization of dealer awards, plaques, and incentives on an annual basis.

Marketing Coordinator, Chicago, IL

March 2020 – Present

Le Nocturne Chicago

An upscale club located in the Uptown neighborhood of Chicago, boasting a state of the art 25,000 watt KV2 Audio system and over 99 separate pieces of intelligent lighting.

- Assist in the growth of Le Nocturne Chicago's social media presence.
- Create new weekly "event round up" posts to boost brand and event awareness and attendance.
- Maintain Le Nocturne's social media platforms.
- Track effectiveness of posts and marketing strategies on social media platforms and adjust to improve.
- Present new ideas for content to further public engagement.

Media/Artist Relations Specialist, Chicago, IL

August 2020 – August 2021

What's Good Chicago

A multifaceted brand that focuses on event planning/promoting, music, and social media content.

- Established a strong social media following, increasing following by 89% since August 2020 (from 3,743 to 35,611).
- Created engaging social media content that boosted interaction.
- Conducted interviews with over 40 local DJ's and producers.
- Supported over ten What's Good Chicago events and ensured smooth operations for both performing artists and attendees, thereby cultivating positive experiences for all involved.

Lead Barista, Chicago, IL

March 2017– August 2021

FCB Chicago/Aramark

A private coffee bar within a marketing agency in downtown Chicago.

- Successfully managed high-volume coffee bar operations during peak hours, prioritizing tasks and maintaining efficiency under pressure.
- Provided personalized service to a diverse clientele within a professional environment, ensuring satisfaction and fostering positive relationships.
- Led a team of baristas, fostering a supportive and collaborative work environment, while coordinating with other departments to ensure seamless service delivery.

Corps Member, Chicago IL

August 2014 – March 2015

City Year Chicago

An education non-profit dedicated to uplifting and motivating youth to succeed.

- Worked with groups of 5th graders to assist in improving their academic skills by tutoring in English and Math.
- Assisted in improving students' behavior using social-emotional learning techniques.
- Collaborated effectively with a team of other corps members to complete various projects throughout the school year.
- Assisted in the planning, organization, and execution of City Year events, including a school beautifying project and a Halloween engagement event.

EDUCATION

Northeastern Illinois University, Chicago IL

September 2018 - May 2020

Bachelor of Arts B.A., Communication, Media, Theatre (Summa cum laude)

Harold Washington College, Chicago IL

December 2016- May 2018

Associate of Arts A.A.

ADDITIONAL INFORMATION

Technical Skills: WordPress, Microsoft Office, Adobe Suite, Canva