

Rachel S. Bush

423-341-2495 | rsbush01@gmail.com | rachelbush.co



EDUCATION

University of Tennessee – Knoxville

2007-2012

Bachelor of Business Administration, cum laude
Double Major: Public Administration and Political Science

EXPERIENCE

Founder, Honey & Hive Creations

August 2016-Present

Independently founded a customizable cookbook company achieving a national footprint and a 200% increase in sales over two years.
Earned media in target publications such as Reader's Digest, Realtor.com, BuzzFeed, and Brit.co.
Develop and maintain business goals and strategy, including website, contractor relationships, and partnerships.

Communications Manager, River LA

April 2017 - June 2018

Led content creation for all River LA's communications including social media, website, email campaigns, and fundraising. Developed branding book for the organization. This required months researching constituents from all 51 miles of the Los Angeles River. Developed personas based of demographic information which were used for content strategy. Created annual communications goals and strategy in partnership with organizational leadership.

Field Organizer, New Hampshire Together Coordinated Campaign

August - November 2016

Recruited, organized, and managed volunteers, exceeding all goals set by the campaign. Trained adult volunteers and developed organizational workflow of volunteer team. Planned, prepared for, and managed campaign events, including surrogate events, phone banks, etc.

Brand Manager, ShipCompliant

April 2015 - July 2016

Developed branding and voice for two brands under company's portfolio. Managed editorial calendar, with 23% and 93% increase in site visits for ShipCompliant and Taxify. Developed partnerships with industry leaders and partners, leading to a 42% increase in referral site visits and coverage in the Washington Post. Planned and executed annual conference, an event with 500+ attendees and over 350k in revenue. Managed two member marketing team and two marketing/product interns.

Community Manager, The Cotery

August 2014-April 2015

Determined inbound marketing tactics, including creation of all blog and email content. Coordinated relationships with interest groups and industry leaders to create and maintain campaigns. Developed marketing goals and achievement plans with leadership, in addition to event planning.

Fellow, Mike Johnston's Urban Leaders Fellowship

May 2014-August 2014

Designed a student achievement competition, including budget, marketing plan, programming, and rubric. Drafted policy language based on collaboration with school leaders, administrators, and interest groups. Updated data analysis and collection processes, as well as form templates using the Adobe Creative Suite.

5th Grade Math Teacher, Einstein Charter School, Teach For America

2012-2014

Increased passing rate on standardized tests from 50% to 87% in first year of teaching. Designed all lesson plans, assessments, and activities while creatively implementing Common Core Standards. Nominated for Sue Lehmann Teaching Award, which recognizes extraordinary second-year teachers nationally. Wrote four successfully-funded project grant proposals.

HONORS & CERTIFICATIONS

Hubspot Inbound Certified

TFA Social Innovation Award Nominee

2016 New Leaders Council - Denver