

Rachael Bessette

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EDUCATION

Rochester Institute of Technology

Master of Business Administration (anticipated Fall 2023)

Rochester Institute of Technology

Bachelor of Science in Marketing

PROFESSIONAL EXPERIENCE

REMADE Institute

June 2022- August 2022

- Marketing Intern, Assistant to Director of Marketing and Communications
- Event planning, monthly newsletter, creating blog posts for corporate website

WORK EXPERIENCE

Genesee Brew House, Rochester, NY

February 2022-Present

- Hostess

Oak Hill Country Club, Rochester, NY

May 2019- September 2019

- Server Assistant/New hire trainer

PROFESSIONAL MEMBERSHIPS & ASSOCIATIONS

- Alpha Sigma Alpha Sorority
- RIT Women's Varsity Crew team

VOLUNTEER EXPERIENCE

- Alpha Sigma Alpha Sorority service and giving chairman: provided sisters with on and off-campus service opportunities
- Habitat for Humanity

PROJECTS

- Marketing Strategy: Senior capstone project, creating a full strategic marketing plan for a local Rochester company.

SKILLS/CERTIFICATIONS

- Hootsuite Platform Certification
- Hootsuite Social Media Marketing Certification
- Tableau
- Minitab
- Rstudio

