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# rachel marie good

## MEMBERSHIPS

JUNIOR LEAGUE OF BUFFALO MEMBER  
BUFFALO SPREE AMBASSADOR  
BN360  
WNY MORE THAN PINK WALK MARKETING COMMITTEE

## EDUCATION

### UNIVERSITY AT BUFFALO

BACHELOR OF ARTS  
FILM STUDIES | ART HISTORY  
MINOR IN ENGLISH  
JOURNALISM CERTIFICATE

- Wrote for the *Spectrum*
- Member of Student Assembly
- Elected to Elections & Credentials Committee

## INTERSHIPS

### ARTVOICE

INTERN | BUFFALO, NY

- Assistant to the Publisher
- Social Media Manager
- Reporter/Blogger

### HALLWALLS CONTEMPORARY ART CENTER

INTERN | BUFFALO, NY

- Assistant to the Media Arts Director
- Worked on digital archive
- Assisted with events/exhibits

## SKILLS

BRANDING & MARKETING  
INTERNATIONAL MARKETING  
CUSTOMER SERVICE  
WEB CONTENT DEVELOPMENT  
COPYWRITING & DIGITAL CONTENT  
EVENT PLANNING & PRODCUTION  
FASHION SHOW PRODUCTION  
GALLERY CURATION & INSTALLATION  
OFFICE MANAGEMENT/ADMINISTRATION  
PROJECT MANGEMENT  
PUBLIC RELATIONS  
SEO; CONTENT AND STRATEGY  
SOCIAL MEDIA STRATEGY & MANAGEMENT  
EMAIL MARKETING

## EMPLOYMENT

### SAVARINO COMPANIES, LLC

EXECUTIVE ASSISTANT & COMMUNICATIONS MAN. | MAY 2020  
MARKETING & COMMUNICATIONS MANAGER | DEC 2019 - MAY 2020

### LOCALEGE; HEARST MEDIA SERVICES COMPANY

SENIOR SOCIAL MEDIA MARKETING STRATEGIST | AUG 2019  
SELECT DIGITAL SOCIAL MEDIA MARKETING STRATEGIST | AUG 2019  
SOCIAL MEDIA MARKETING STRAT. - LEVEL II | DEC 2018 - AUG 2019  
SOCIAL MEDIA MARKETING STRATEGIST | JAN 2018 - DEC 2018  
REPUTATION MANAGEMENT STRATEGIST | APR 2016 - JAN 2018  
CONTRACT ANALYST | MAY 2013 - APR 2016

### ECS WAREHOUSE & EMERLING INT. FOODS

ADMIN ASST. & ACCNT. MANAGER | 2012 - 2013

### KARPELES MANUSCRIPT LIBRARY MUSEUM

ASSISTANT DIRECTOR | 2008 - 2011

## CREATOR/FOUNDER

### PFMM CONSULTING

CO-FOUNDER; COO | 2013 - PRESENT

### QUEEN CITY FASHION WEEK

CO-FOUNDER; CREATIVE DIRECTOR | 2016

### FOR THE LOVE OF FASHION; NETWORKING EVENT

CO-FOUNDER | 2014 - 2018

## EVENT PRODUCTION & FREELANCE

KARPELES MANUSCRIPT LIBRARY MUSEUM  
SOCIAL MEDIA MARKETING | SEPTEMBER 2019

#CREWLOVE - A DRAKE AND FRIENDS DANCE PARTY  
PRODUCER, PR & MARKETING | JUNE 2019

ALL NIGHT KANYE PARTY  
PRODUCER, PR & MARKETING | AUG 2017 & MARCH 2019

AETORIC DESIGN  
SEO FREELANCE | 2017

BUFFALO DINNER CLUB  
CREATIVE DIRECTOR | 2017

BUFFALO SPREE SPRING STYLE EVENT  
RUNWAY DIRECTOR | 2017

COLOR THE RUNWAY  
DIRECTOR OF BACKSTAGE PRODUCTION | 2015 - 2017  
BOARD MEMBER & MARKETING

COMMUNITY MUSIC SCHOOL FUNDRAISER  
RUNWAY DIRECTOR | 2013

BUFFALO FASHION WEEK  
ASSISTANT COORDINATOR | 2012 - 2013

Internet Marketing Certification from LocalEdge  
See published writing on my website  
References available up request



Employee of the Month | June 2015 | LocalEdge  
Top Quarterly Performer | Nov 2016 | LocalEdge  
IMS Employee of the Month | July 2016 | LocalEdge