

RACHEL J. BERIN

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EDUCATION

DePaul University, Chicago, Illinois

Degree Anticipated June 2019

M.A. in Communications, Public Relations and Advertising

DePaul University, Chicago, Illinois

June 2018

B.A. in Communications, Public Relations and Advertising

Cumulative GPA: 3.9; Summa Cum Laude

Honors and Recognition:

Transfer Merit Scholarship Recipient, National Society of Collegiate Scholars, Phi Eta Sigma National Honor Society

Indiana University, Bloomington, Indiana

August 2014-May 2015

Cumulative GPA: 3.6; Merit Scholarship Recipient

EXPERIENCE

CBS Television Distribution

February 2017- Present

Media Sales Intern

- Worked on business plan strategy and development with Senior Vice President
- Built relationships with NY marketing and research departments to achieve Chicago office objectives
- Prepared client and category research for the development of custom marketing content
- Assisted ASR with inventory management
- Analyzed client schedules to ensure audience objectives were met
- Developed communications to inform clients of new programming opportunities
- Coordinated sales meetings for high level client presentations
- Provided administrative support for sales executives i.e. processed bills and expenses, arranged travel, and contracted catering

Chrome City Creative Chicago, Illinois

June-August 2016

Marketing and Public Relations Intern

- Managed and curated content across client social media platforms, including calendars, client and industry news, and original content
- Authored and edited press releases and other internal and external communications on behalf of firm and clients
- Pitched concepts and compiled research for entertainment and restaurant industry press
- Conducted outreach on behalf of clients in connection with events and promotions

DISTINCTIONS

Skills

Mac and PC Operating Systems, Microsoft Excel, PowerPoint, Word, Major Social Media Platforms

Strengths

Written and Verbal Communication, Attention to Detail, Intuitive and Creative Disposition