



RACHEL MIRA TENNEY

rachel.mira.18@gmail.com | 216.618.0590 | rachelmira.com
New York City, NY

ABOUT

I'm a Creative Strategist based in New York City. I believe in the importance of good, human-centered, sustainable design. I strive to develop creative and innovative solutions to help businesses reach their objectives.

EDUCATION

Parsons School of Design

New York, NY | 2017 - May 2019

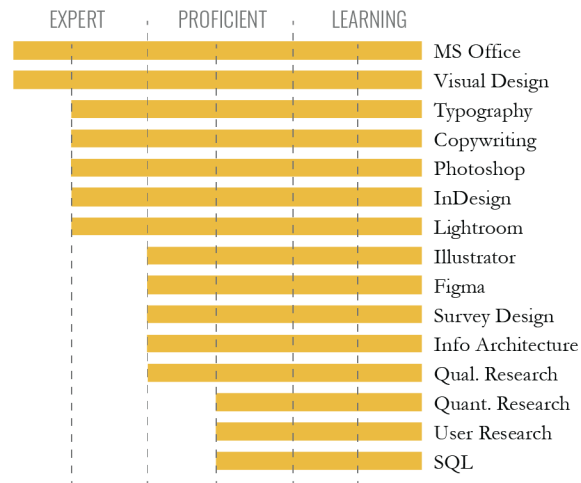
- Major: Strategic Design & Management (BBA)
- Minor: Economics
- GPA: 3.85

University of Kentucky

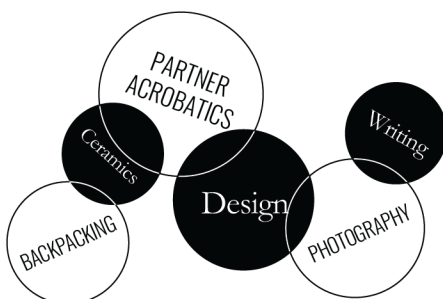
Lexington, KY | 2014 - 2016

- Majors: Marketing, Art Studio
- Minors: International Business, Mathematics

SKILLS



INTERESTS



EXPERIENCE

Creative Strategist

Self-Employed, 2018 - Present

New York, NY

- Developed/managed content planning and strategy for three small businesses.
- Headed data analysis and use of KPIs to develop media plans.
- Community management digitally and in person, locally and nationally.
- Designed promotional materials, web design, deck building, & copywriting.
- Established operations, management, and financial structure for a new business.
- Managed external/influencer relations, internal communication, & outreach strategy.

Media Marketing & Sales Assistant

Studio of April Nemeth | Little Korboose, 2016 - 2020

New York, NY

- Executive Assistant to CEO/CCO; creative advisor, task management & organizer.
- Maintained and advanced account relations and coordinated vendor programming.
- Co-created branding and strategy for launch of sister brand Juniper & Stone.
- Grew partnerships and digital presence by 400% over 2 years.
- Headed media landscape research to further develop and implement brand strategy.
- Led social listening initiatives to architect brand tone across platforms.

Strategy (Creative) Intern

Havas Worldwide, June - Aug. 2019

New York, NY

- Accounts: Keurig Dr Pepper (KDP), Green Mountain Coffee Roasters (GMCR).
- Co-developed new GMCR internal branding strategy and guidelines.
- Co-created KDP new product marketing and differentiation strategy.
- Headed KDP and GMCR competition research, analysis, qualitative research, deck building, and pitch presentation for strategy development.

Visual Communication & Retail Development Intern

Michael Kors, Sept. - Nov. 2017

New York, NY

- Compiled, created, and edited digital product for retail development.
- Designed digital displays (Directives) for accessories.
- Assisted with NAW creative communications and visual planning.

Global Research Editor - Economic Development

Dare-Think, Jan. - May 2016

Seville, Spain

- Selected, classified, and synthesized ideas/analyses/debates on major current global issues.
- Developed qualitative reports based on research, including future scenarios.

NAW Visual Merchandising Intern

Coach Inc., June - Aug. 2015

New York, NY

- Space and customer flow programming, co-work translating digital into physical.
- Create and direct Visual Guideline (VMG) shoots.
- Use Excel to organize wholesale orders and develop future sales projections.