

CONTACT

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CERTIFICATIONS

Google UX Design Certification

Completed June 2025

Google Analytics Certification

Completed February 2024

Google Ads Certifications

Completed January 2025

EDUCATION

UNIVERSITY OF STIRLING

MSc, Marketing & Brand
Management

September 2021 – September 2022

THE COLLEGE AT BROCKPORT SUNY

BA, Marketing

September 2017 – May 2021

SKILLS

- Cross-Functional Collaboration
- Strong written and verbal communication skills
- Attention to Detail
- Adaptable to Fast-Paced Environments

PLATFORMS

- Figma
- Adobe Creative Cloud
- SEMrush
- GitHub
- Google Analytics
- Google Ads
- Microsoft Office

Rachel Kuhn

EXPERIENCE

SEO SPECIALIST • ACCELERATE MEDIA

January 2023 – April 2025

- Acted as a liaison for creative, technical, and marketing teams, coordinating cross-functional efforts to deliver client projects efficiently and effectively
- Optimized on-page elements to enhance UI/UX, including branding, design, and typography, while simultaneously refining content to drive organic search traffic
- Maintained and optimized catalogs of 1,000+ SEO keywords, achieving results such as improving organic traffic by 148% YOY
- Utilized front-end code to implement technical SEO recommendations and assist in the development of responsive web pages for both desktop and mobile
- Implemented and maintained Google Tags on websites to track, measure, and report key performance indicators
- Assisted in the development and execution of PPC campaigns and ongoing email marketing for clients, achieving results such as a 26% increase in direct traffic conversion rates over a single quarter

DELI CUSTOMER SERVICE • WEGMANS FOOD MARKETS

January 2022 – January 2023

- Processed customer orders by precisely slicing, packaging, and labeling deli products while maintaining quality standards and food safety protocols
 - Delivered exceptional customer service by promptly addressing inquiries and providing knowledgeable product recommendations
 - Maintained pristine presentation of deli and self-service cases through regular cleaning and strategic product arrangement to maximize visual appeal and drive sales
 - Efficiently managed inventory workflow by receiving deliveries, organizing stockroom, and implementing proper rotation procedures to ensure product freshness
 - Worked effectively with team members across departments during busy periods, consistently following company standards while maintaining efficient service under pressure
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SEASONAL INFORMATION TECHNOLOGY SPECIALIST •

MOUNT RAINIER NATIONAL PARK

May 2021 – September 2021

- Led the deployment of a new park-wide network system, improving staff operations and communication across all departments
- Installed and maintained new POS systems throughout the park's retail locations, enhancing merchandise operations
- Resolved complex recurring software issues through thorough analysis and implemented lasting solutions to prevent future issues
- Provided responsive hardware support across multiple locations, efficiently diagnosing and replacing equipment to ensure smooth operations
- Documented step-by-step guides of various processes for current and future staff facing challenges