

Rachel Badger

rachelbadger@outlook.com | 832-260-3195 | www.rachelcbadger.com

To Whom It May Concern,

I'm writing to express my enthusiastic interest in this position. As a creative and data-driven marketing strategist with hands-on experience managing high-profile brands, leading content strategy, and driving measurable growth, I bring a blend of strategic thinking, technical execution, and creative passion to every project.

Most recently, I've led large-scale social strategy for Dave Asprey, the high-profile biohacker and founder of Bulletproof, managing content performance, audience growth, and campaign execution across platforms. I also drive digital strategy and communications through my own firm, Badger Creative Services, partnering with healthcare and B2B clients to elevate their brand presence and engagement.

Previously, at Ludia Consulting, I led the content and social strategy for a B2B SaaS firm in the Microsoft ecosystem, resulting in a 70% increase in follower growth over one year and a 50% productivity boost through GPT-powered process improvements. At SocialMadeSimple, I built and scaled marketing strategies for over 200 clients, earning two promotions in under two years and leading a team of content specialists to consistently meet aggressive KPIs.

What sets me apart is a track record of adaptability, leadership, and high performance under pressure. I earned my M.S. in Strategic Communication and Leadership with a 3.88 GPA while working full-time—demonstrating strong time management and discipline. Across roles, I've consistently turned insights into results, delivered client satisfaction, and elevated content to drive brand growth.

Thank you for considering my application. I'd be excited to bring this same energy, initiative, and creativity to your team—and would welcome the opportunity to connect and discuss how I can support your goals.

Sincerely,

Rachel Badger