

# Rachel Bromberg

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## Education

Masters of the Arts in Media Studies and Production  
Temple University Philadelphia, PA  
Graduated May 2023

Bachelor of the Arts in Media Studies and Production  
Temple University Philadelphia, PA  
Concentration in Production  
Minor in Digital Media Engagement  
Graduated May 2022

## Relevant Experience

### Creative Director, Authenticity Projects

Philadelphia, PA JAN 2022 - Present

- Establish storytelling concepts through mood boards, storyboards, and conceptual graphics
- Create campaigns and schedule
- Lead team of 10+ individuals

### Live Event Manager Blck Teeth

Philadelphia, PA JAN 2024 - AUG 2024

- Coordinated events with 5+ music groups, performers
- Managed talent communication and executed timely performance rollout

### Media Manager, Blck Teeth

Philadelphia, PA JAN 2024 - AUG 2024

- Created social media concepts and campaigns for music group
- Managed social media posting schedule and its insights
- Connected with music group attendees to create promotional content for campaigns

### Executive Producer, We Need To Talk TUTV

Philadelphia, PA AUG 2022 - MAY 2023

- Led a group of 20+ individuals for an entertainment broadcast news channel
- Worked with multiple teams to ensure a steady workflow and meet deadlines

## Professional Experience

### SEO Associate, SEOM Interactive

Neshaminy, PA

APRIL 2024- PRESENT

- Conduct thorough keyword research to identify opportunities for ranking improvement, and optimize website content to enhance search engine visibility and organic traffic
- Oversee 10+ project timelines and deliverables, coordinating with internal teams to execute marketing strategies and deliver results that align with client objectives
- Analyze campaign performance and prepare quantitative and qualitative reports for clients, providing insights and recommendations for continuous improvement and achieving key performance indicators

### Social Media Manager, Location215

Philadelphia, PA

AUG 2022 - DEC 2022

- Planned short-term content and schedule for multiple social media platforms [Youtube, Instagram, LinkedIn Facebook]
- Tracked social media insights to implement better posting strategies

### Production Coordinator, JB Creative Productions

Philadelphia, PA

AUG 2020 - OCT 2021

- Collaborated with 3+ other production companies and businesses for one project
- Organized and delegated all production information to 8+ crew members for the photoshoots,
- Coordinated the schedule, and facilitated equipment orders permits, meals, and crafty
- Managed 2+ production projects and budgets with multiple lifestyle brands

### Location Manager, We Are Parody

Philadelphia, PA

JUNE 2021 - SEP 2021

- Supervised crew of 10+ people to stay within video and still photography production standards
- Executed and maintained a professional and clean environment before, during, and after production
- Communicated with client, producer, and crew members on location rules and set environment

### Co/JR-producer, JB Creative Productions

Philadelphia, PA

SEP 2020 - OCT 2021

- Managed and tracked budget and spending, invoiced clients
- Maintained library for production budget results and client archive
- Tracked timelines, storyboards, and day of production deadlines

### Studio Manager, Location215

Philadelphia, PA

JAN 2021 - OCT 2021

- Curated, scheduled, and staffed in-house events for over 50+ guests
- Delegated tasks and oversaw the work of ten staff members
- Trained staff for events, studio requirements, and other jobs
- Oversaw and led a team of 25 staff members

## Skills

Google Analytics

Microsoft Office

Adobe Suite

Instagram

Facebook

LinkedIn

Threads

Mailchimp

HubSpot

Eko Studio

X Youtube

## Certificates

Teaching in Higher Education

## Awards

Temple University Best Graduate Project 2022

Temple University Best Emergent Media Project 2023