

Rachel Lozano

+1 (224) 715-6526 · rachelxlozano@icloud.com
Illinois

Results-driven marketing professional with a Bachelor's Degree in Media Marketing and a Minor in Fashion Studies. Proven track record of success in driving customer engagement and retention through innovative marketing strategies. Skilled in trend analysis, consumer behavior analysis, and brand positioning. Proficient in utilizing marketing automation platforms such as HubSpot and adept at navigating regulatory frameworks in highly regulated industries. Avid learner with a passion for staying updated on industry trends and a commitment to personal and professional growth. Strong communicator and team player with a natural ability to collaborate effectively across diverse teams. Ready to leverage expertise and enthusiasm for marketing to contribute to the success of a dynamic and innovative team.

KEY COMPETENCIES

Digital Marketing Strategy
Marketing Automation (HubSpot, etc.)
Trend and Consumer Behavior Analysis

CRM Tools (SalesForce)
Social Media Marketing
Regulatory Compliance

Effective Communication
Quick Learner and Adaptability
Attention to Detail and Organization

EDUCATION

Bachelor of Arts in Media Marketing
Columbia College Chicago
August 2020 - May 2023
Dean's List, 3.85/ 4.0 GPA

Associate of Arts in Business Administration
College of Lake County, Grayslake, IL
June 2018 - May 2020

PROFESSIONAL EXPERIENCE

Sephora @ Kohl's
Beauty Advisor

July 2022 - Present
Round Lake, IL

Joined Sephora @ Kohl's with minimal prior knowledge of makeup, but quickly transformed into a top-performing Beauty Advisor through dedication and a passion for learning. Embraced the challenge of mastering beauty products, techniques, and trends, diligently studying and participating in training sessions to acquire comprehensive knowledge. Overcame initial obstacles to consistently surpass sales targets and earn recognition for exceptional customer service and product expertise. Built strong relationships with clients by providing personalized recommendations, resulting in high levels of satisfaction and repeat business. Known among colleagues and management for adaptability, quick learning, and contributions to a positive team environment.

Accomplishments:

- **Proactive:** Demonstrated a passion for learning by regularly attending product knowledge sessions, workshops, and industry events to expand expertise and enhance customer service. Shared industry insights with team members to foster a culture of continuous learning and collaboration.
- **Excellent Communicator:** Developed strong communication skills through extensive customer service experience, effectively conveying information and building strong relationships with clients.
- **Problem-solving:** Utilized critical thinking and problem-solving skills to address customer inquiries, identify solutions, and ensure positive outcomes.

The Hokin Gallery
Marketing Director

August 2022 - December 2022
Chicago, IL

As Marketing Director at Hokin Gallery in Chicago, I spearheaded initiatives to rebuild the gallery's social media presence, including jumping in to rebuild the Instagram account after it was taken down. I led a team of specialists to create engaging content and promote gallery exhibits and events. Responsible for managing press releases and the gallery's website, I ensured timely dissemination of information to the public. Collaborating closely with artists, curators, and stakeholders, I played a pivotal role in supporting the successful execution of gallery exhibits. Demonstrating adaptability and teamwork, I also assisted other teams as needed, contributing to the overall success of gallery operations.

CONT.

Accomplishments:

- **Social Media Management:** Spearheaded initiatives to rebuild the gallery's online presence, indicating proficiency in managing social media platforms like Instagram. Gained expertise in crafting compelling content, scheduling posts, engaging with followers, and analyzing social media metrics to optimize performance. Emphasis on digital marketing.
- **Website Management:** Responsible for managing the gallery's website; familiarity with website management tools and practices, beneficial for creating landing pages and website forms in HubSpot.
- **Content Creation and Engagement:** Led a team to create engaging content for promoting gallery exhibits and events demonstrates the ability to generate compelling content to drive user engagement, a skill applicable to creating marketing materials.
- **Press Release Dissemination:** Managing press releases at The Hokin Gallery showcases the ability to effectively disseminate information to the public, which is relevant to responsibilities such as assisting with CRM and campaign reporting.
- **Collaboration and Teamwork:** Worked closely with artists, curators, and stakeholders at the gallery demonstrating an ability to collaborate across teams and display effective communication.
- **Adaptability and Flexibility:** Willingness to assist other teams as needed demonstrates versatility and ability to thrive in a fast-paced environment. Further developed resilience, resourcefulness, and a proactive mindset that helped to tackle challenges and seize opportunities.

Alejandro Pizarro State Farm

May 2019 - August 2022

Sales & Service Representative and Marketing Consultant

Round Lake, IL

During my duration as a Sales & Service Representative at Alejandro Pizarro State Farm, I not only assessed risk for clients and provided comprehensive insurance solutions but also served as a marketing consultant for the office. In this capacity, I leveraged my marketing background to consult with the owner on various marketing strategies and initiatives, utilizing HubSpot for marketing management. This included providing insights on branding, advertising, and customer engagement tactics. Additionally, I utilized Salesforce as a CRM tool for client account management, ensuring efficient organization and communication. My dual role allowed me to effectively manage multiple client accounts while also contributing to the office's marketing efforts. Through my collaborative approach and dedication to delivering exceptional customer service, I consistently exceeded expectations and played an integral role in driving business growth and success.

Accomplishments:

- **Risk Assessment and Insurance Solutions:** Assessed client risk and provided comprehensive insurance solutions demonstrating an ability to analyze complex information, identify potential risks, and recommend suitable solutions. A valuable skill for understanding customer needs and developing targeted marketing strategies because it shows strong analytical and problem-solving skills.
- **Customer Service Excellence:** Excellent customer service involves effective communication, empathy, and problem-solving skills. Addressing client inquiries, resolving issues, and building strong relationships indicates an ability to prioritize customer satisfaction, a crucial aspect of marketing operations.
- **CRM Tools (SalesForce):** Utilizing Salesforce as a CRM tool for client account management shows proficiency in managing customer data, tracking interactions, and optimizing customer relationships. It aligns with the emphasis on assisting with CRM and campaign reporting to leverage technology to streamline processes, enhance productivity, and enhance customer relationships.
- **Marketing Consultation:** Serving as a marketing consultant for the office demonstrates an ability to leverage marketing expertise to advise on strategies and initiatives. This experience involved providing insights on branding, advertising, and customer engagement tactics, which are valuable for driving marketing operations and helping the office owner make informed decisions to promote business growth. Strategic thinking, market analysis skills, and an understanding of consumer behavior were instrumental in developing targeted marketing campaigns and optimizing outreach efforts.
- **Sales Strategies:** Implementing sales strategies such as cross-selling and upselling insurance products based on 'clients' needs displays an ability to identify opportunities for revenue growth and maximize customer value; skills relevant for supporting targeted email lead-generation campaigns and broader growth marketing initiatives. This ability contributed to overall team success.
- **Team Collaboration:** Worked closely with other team members, sharing insights, coordinating efforts, and providing mutual support to achieve shared objectives to meet sales targets and contribute to a positive work environment highlighting the ability to work effectively in a team setting. Willingness to collaborate, adapt to changing priorities, and contribute positively to the team dynamic fostered a supportive work environment conducive to success. This skill is essential for collaborating with cross-functional teams and supporting departmental goals.
- **Fluent in Spanish:** Utilized my fluency in Spanish to effectively communicate with Spanish-speaking clients, resulting in increased customer satisfaction and retention.