

Rachel M. Vogt

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Marketing Specialist

Duties include but are not limited to:

- Conduct extensive research and competitor analysis in social media
- Create and update editorial calendar for optimal timing of print and social media publication
- Create content for print, social media, and trade show needs - content includes but is not limited to: newsletters, social media posts, signage, and videos
- Develop and maintain style guide for print and social media publication
- Publish and promote curated content
- Monitor and analyze content performance to encourage company and sales territory growth
- Other duties as requested

Freelance Social Media Manager

Duties include but are not limited to:

- Management of two social media pages (Dan Sanderson Auctioneers & Dan Sanderson, Nebraska Realty Ag Division) including publication and creation of promotional materials to generate website traffic
- Communication with customers and ensuring all questions are answered thoroughly and in a timely manner
- Other duties as requested

Digital Content Marketing Specialist

Duties included but were not limited to:

- Managed and created all written content, promotional material, and website updates across three business websites
- Oversaw social media marketing efforts, including content and graphic creation
- Managed email marketing campaigns and automated flows, resulting in tripled weekly revenue goals
- Assisted in company marketing and advertising efforts, including planning, implementation, and management of overall content strategy
- Utilized consumer insights and data to drive SEO and conversions
- Developed budgets and set revenue goals to maximize profitability through marketing efforts
- Other duties as requested

Marketing Associate

Duties include but are not limited to:

- Created advertisements and graphics for various mediums
- Produced blog content with SEO focus
- Managed email marketing efforts using Constant Contact and MailChimp
- Designed auction notification postcards, brochures, and catalogs
- Edited photographs of equipment and promotional pieces for website and outside marketing sites
- Created and proofread direct mail pieces and social media posts
- Managed insertion orders for print advertisements
- Maintained and grew customer relationships with detailed account records and updated mailing lists
- Other duties as requested

Manager

Duties include but are not limited to:

- Designed clear and concise menus and pamphlets for customers
- Offered extensive beverage and entree recommendations based on customer preferences
- Maintained a safe, sanitary, and reliable work environment
- Provided assistance on the floor and grill when needed
- Mediated issues with patrons and staff to maintain a safe and profitable work environment
- Ensured thorough communication and staffing at all times for customer and staff satisfaction
- Other duties as requested

Sports Editor & Reporter

Duties include but are not limited to:

- Investigated current events and assigned articles for print and website publication
- Provided guidance and suggestions for news articles and photography
- Ensured staff met deadlines and exceeded expectations
- Produced layout for pages with content and uploaded images and articles to website
- Other duties as requested

International Drilling Equipment, Inc.

Rural Hall, NC

January 2023 - Present

Dan Sanderson Auctioneers

Wahoo, NE

June 2021 - Present

Carrot-Top Industries

Hillsborough, NC

April 2022 -

November 2022

Taylor & Martin Auctioneers

Fremont, NE

January 2021 - March 2022

Knuckleheadz Bar & Grill

Laurel, NE

December 2019 - January 2021

The Wayne Stater

Wayne, NE

August 2017 - December 2019

Wayne State College

Obtained Bachelor of Arts in Mass Communications and Journalism as well as a minor in Spanish

Honors: Graduated Magna Cum Laude, 3.80 GPA

Involvement: Spanish Club Secretary, Media Club Secretary

Wayne State College

Wayne, NE

August 2016 - December 2019

Education

Certifications

HubSpot Academy

- SEO Certification
- Digital Marketing Certification
- Social Media Certification
- Content Marketing Certification
- Sales Software Certification

Google

- Digital Marketing & E-Commerce Professional Certification
- UX Design Professional Certification
- Google Analytics Professional Certification