

# RACHEL FLETCHER



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[rafletcher.wixsite.com/portfolio](http://rafletcher.wixsite.com/portfolio)



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## EDUCATION

Bachelor of Arts in Advertising  
*The University of Oklahoma*  
Graduation date: May 2015

Master of Education in Student Affairs  
*The University of Oklahoma*  
Expected graduation date: May 2017  
Focus area: Inclusivity and diversity  
within the academy

## SKILLS



Photoshop



Public Speaking



HTML



Creative and Professional Writing



Website Management



Social Media Marketing



Campus Event Planning

## EXPERIENCE

2015 - 2017

### **Assessment Center Coordinator**

*University of Oklahoma*

- Managed, scheduled, and proctored placement testing for 5,500 incoming students per school year
- Supervised up to 3 Assessment Center employees
- Helped implement and maintain online testing systems
- Held pre-advising sessions one-on-one with students in specific areas such as math program path and semester-by-semester track to graduation
- Worked with other offices to ensure student success in first year of college and maintain institutional retention rates

2012 -2015

### **Graduation Office Marketing Assistant**

*University of Oklahoma*

- Developed and managed online and traditional marketing campaigns aimed at student retention and inter-class development, including campus-wide events
- Maintained 15 separate social media accounts with over 30,000 followers
- Updated and organized monthly and yearly advertising budget
- Worked with undergraduate students in mentor relationship
- Assessed social media effectiveness in reaching previously uncreached students

# OTHER RELATED EXPERIENCE

- 2017      **PACE Award Committee Member**
  - Decided and awarded merit-based scholarships for freshmen
- 2015      **ALEKS Placement Testing System Implementation Team**
  - Chose and implemented new test administration software
- 2015      **Camp Crimson Small Group Leader**
  - Mentored 25 incoming freshman as part of summer orientation program
- 2013-2015   **OU Cares Call Director**
  - Directed calls related to student impediments towards graduation
- 2011-2015   **Henderson Scholar**
  - Involvement group for high-achieving minority students
- 2011-2015   **Class of 2015 Council Public Relations Director**
  - Designed and managed PR strategies for campus events
- 2011-2015   **President’s Community Scholars**
  - Community service-based organization for OU undergraduates

## TRAININGS & CERTIFICATIONS

- OU Advocate Campus Sexual Assault Response
- LGBTQ+ Ally
- National Incident Management Systems (NIMS), ICS 100 - ICS 400

## COMMUNITY INVOLVEMENT

- Cherokee Children’s Mission  
Stilwell, Oklahoma  
Volunteer Coordinator, 2010 - 2015
- Stilwell Public Schools  
Stilwell, Oklahoma  
Volunteer, 2008-2017

# REFERENCES

Dr. Lisa Portwood  
Assistant Dean,  
University College

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Assistant Director,  
Freshman Programs

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