

MARISSA RACKNER

Sales Representative & Communication Specialist

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EDUCATION

University of Washington, 2020-2023

Major: Communication

Minor: Nutrition

Dean's List

GPA: 3.8

SKILLS

- Effective communicator and collaborator
- Problem solver and active listener
- Customer relationship management
- Rejection handling
- Extremely organized and detail-oriented
- Proficient in Salesforce and Excel
- Journalism & blog writing

ACTIVITIES

- Member, Venice Run Club
- Arts & Culture writer, *The UW Daily*, (2021-2023)
- Vice President, Tri Delta, (2021-2022)
- Member, UW Hillel (2020-2024)
- Creator,

@marissastreatsandeats,
Instagram account

- Learning Spanish online

WORK EXPERIENCE

Associate District Manager, ADP, June 2024-present

- Conducted market research and generated new leads through cold calling, emailing, and foot prospecting.
- Developed high-level relationships with banks and CPAs to create a system of referrals and reciprocity.
- Owned the sales process from start to finish, pulled leads, conducted face-to-face meetings, and regularly followed up with account to ensure excellent customer service and high retention rates.
- Participated in weekly training events to enhance sales techniques.
- Consistently exceeded sales quota each month by demonstrating compassion for the client and their needs.

Public Relations Intern, Parsons and Co, June-Oct 2023

- Pitched to writers/editors resulting in published articles in multiple national magazines and online publications, including *Food & Wine* magazine.
- Created and updated media lists based on field research.
- Wrote pitch and press releases for clients.
- Assisted with networking clients and company events.
- Brainstormed client PR opportunities with the team to suit clients' specific needs.

Writer-Arts & Culture, The UW Daily, Dec 2021-June 2023

- Trained in AP style grammar and *The UW Daily's* journalistic writing methods.
- Collaborated with the Arts & Culture writing team and editors to establish pitch ideas, fact-check articles, and prepare interview sources.
- Published five articles, with one being featured on the front page of the subscriber email.

Performance Nutrition Manager (PNC), UW Athletics, Dec 2020-Jan 2023

- Trained and supervised PNC volunteers in food prep and nutrition guidelines.
- Created and managed the athlete food budget and food orders daily using Excel.
- Provided social media assistance to boost content creation and post ideas.
- Established relationships with UW athletics dietitians, athletes, and coaches for daily nutrition and team dietary needs.

Social Media/Marketing Intern, PRO Club, June - Sept 2022

- Redesigned and updated weekly marketing posts for @beautybyPRO, Instagram and Facebook.
- Shadowed the marketing team in commercial video production and staging for television advertisements.
- Formulated and edited wellness blog articles for, 360 Degrees and PRO Pulse.