

# RAE GODFREDSSEN

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## EDUCATION

**University of California, Berkeley** May 2023  
Bachelor of Arts in Cognitive Science | Minors in Data Science & Food Systems GPA: 3.86

- Awards: Dean's Honor List, High Distinction
- Organizations: Berkeley Hillel, Delta Gamma, The Women's Network, Undergraduate Marketing Association

## WORK EXPERIENCE

**The Farmlink Project** – *Director of Merchandise & Media Team Fellow* Dec 2020 – Present

- Designed Farmlink's merchandise collection containing twelve pieces that have sold 5,000+ units and generated \$15,000 in sales, which was used to move 336,000 lbs of produce to foodbanks in communities of need
- Defined and implemented a cultivation strategy to incentivize recurring donors through merchandise exclusivity
- Helped devise and implement a cohesive branding strategy across all communication platforms
- Aided the development of the RoundUp Chipotle Campaign that raised \$1.3 million in donations to Farmlink
- Provided research and ideation to support the conceptualization and launch of the Carbon Offset Program

**Bloom Nutrition** – *Marketing Intern* Summer 2022 | Santa Monica, CA

- Identified 1,000+ micro-influencers based on core brand values for the Tik Tok Scouting Program
- Collected and sorted relevant influencer details for a scouting spreadsheet and cumulative spreadsheet on Airtable
- Organized influencer's performance data on Airtable to track KPIs and analyze monthly growth

**Lavender and Truffles** – *Start-Up Intern* Summer 2021 | Venice, CA

- Conducted ethnographic interviews to gain insight for the development of eight flavors of frozen oat milk desserts, and researched permits to generate appropriate nutrition analysis labels for the semi-frozen products
- Performed market and competitor analysis to develop advertising strategies targeting young consumers

**Los Angeles River Public Art Project** – *Communications Intern* Summer 2018, 2020, 2022 | Echo Park, CA

- Crafted Instagram and Facebook strategy to market the Art Talks on the River Series and the Lewis MacAdams Prize
- Captured and sorted 1,000+ donor contacts into Excel to support fundraising outreach strategy

## LEADERSHIP

**Undergraduate Marketing Association** – *Strategic Marketing Consultant* Aug 2020 – May 2023 | Berkeley, CA

- Develop consumer insight and generate competitor analyses using ethnographic interviews, Qualtrics data, and research to provide innovative marketing strategies to Fortune 500 companies and local organizations
- Construct and present comprehensive decks twice a week synthesizing key market takeaways, offering go-to-market possibilities, and creating campaigns to reposition brands
- Created a comprehensive deck to advise Carbon Health on how to implement a campus representative program that expands with the company to raise awareness about Carbon Health and increase trust in their services
- Provided Perfect Day Food with key B2B and B2C trends in the alternative dairy market with a focus on college dining halls and students, as well as ideation for messaging, events, and digital marketing

**Haas School of Business Lab** – *Undergraduate Research Apprentice* Aug 2021 – May 2022 | Berkeley, CA

- Ran forty lab experiments, input and analyzed data, and executed weekly literature reviews to aid in research and experimental design for a Social Psychology and Business lab investigating topics of leadership and ethical behavior

**Archer School for Girls** – *Honors Research in Science Student* Aug 2018 – May 2019 | Los Angeles, CA

- Developed and executed a one-year research project studying the effect of Eicosapentaenoic acid and L-tryptophan on behavior associated with depression, induced via food and sleep deprivation, in *Drosophila melanogaster*
- Wrote a research paper that was published in the school magazine and displayed at the Science Symposium

**SugarandSpiceandOtherAdvice.Com** – *Co-Founder & Writer* Jul 2015 – Feb 2019

- Designed and curated consistent content for a feminism blog on WordPress that attracted an international following

## SKILLS, STRENGTHS, & INTERESTS

Strengths: Creativity, Flexibility, Organization, Project Management, Reliability, Resilience, Communication

Skills: Adobe Suite, Asana, Canva, GSuite, MailChimp, Microsoft Suit, Python, Qualtrics, RStudio, Scheme, Slack, Social Media, Strategic Thinking & Planning, SQL, WordPress, Visual Literacy

Interests: Consumer Behavior, Digital Marketing, Graphic Design, Sustainable Food & Supply Chains, Wellness