

Rae Godfredsen

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EXPERIENCE

Freelance Design and Social Media Management

Aug 2021 – Present

- Create digital assets, social media content, and visual branding for L.A. River Arts, Bella Venice, and Challah & Soul.
- Design social templates, event materials, and marketing collateral that align with the client's unique brand identity.

GOOD Consulting Group – *Strategic Communications Associate*

Sep 2023 – Present

- Designed and managed branded social media content that increased engagement by over 3,000% in six months through data-informed strategy and visual storytelling.
- Project managed the book launch for *GOOD PEOPLE*, developing campaign messaging and marketing materials, organizing 3 events, and executing a campaign strategy that achieved NYT bestseller status and national coverage.
- Developed and designed a press kit, presentations, unified messaging, and articles for ReSurge International's "Closing the Gap" campaign, and coordinated digital amplification that drove over 1.75M+ impressions.
- Led branding, messaging, and launch communications for the Iovino Foundation's \$1M workforce development prize, conducting market research and creating web, press, and social content that secured national media coverage.
- Strategized and produced programming and messaging for Rockefeller Philanthropy Advisors' 115-person retreat, coordinating speakers and workshops for employees across 23+ countries to advance organizational DEI initiatives.

The Farmlink Project – *Co-Director & Lead Designer of Merchandise*

Dec 2020 – Dec 2024

- Designed a 12-piece merchandise collection that generated \$25,000+ in sales (7,000+ units sold), creating a sustainable revenue stream that continues to fund the distribution of produce to food-insecure communities.
- Created branded visuals, packaging, and social media campaigns to elevate storytelling and drive online engagement.
- Analyzed engagement data across social media and email campaigns using Excel to identify highest-performing content types, optimizing messaging and scheduling strategies to improve fundraising efficiency.
- Generated research and ideation for the RoundUp Chipotle Campaign, helping secure an ongoing national partnership.
- Developed comprehensive brand identity and standardized guidelines that continue to shape digital communications and campaign consistency across all platforms.

Bloom Nutrition – *Marketing Intern*

Summer 2022

- Identified 1,000+ TikTok micro-influencer partners, achieving a 72% conversion rate for paid partnerships.
- Cleaned and analyzed complex engagement datasets with 10K+ data points from social platforms to identify top-performing influencer profiles and optimize partner selection.
- Built a comprehensive partner management database in Airtable to track KPIs, partnership performance, budget allocation, and measure ROI metrics across all collaborations.

Lavender and Truffles – *Brand & Market Research Intern*

Summer 2021

- Conducted comprehensive restaurant and food industry market research through 70+ consumer interviews and competitive analysis of 25+ brands, synthesizing insights to inform product development and go-to-market strategy.
- Researched potential vendor partnerships and supplier relationships for plant-based ice cream launch, analyzing viability, cost structures, and strategic alignment to support business development.

Undergraduate Marketing Association – *Strategic Marketing Consultant*

Aug 2020 – May 2023

- Directed client accounts (Poshmark, Perfect Day Foods), assigning workstreams, coordinating teams, and serving as client contact to present deliverables and campaign strategy, delivering integrated campaigns that reached 800+ students and built brand awareness on campus.

EDUCATION

University of California, Berkeley – B.A. in Cognitive Science, Minors in Data Science & Food Systems

May 2023

- Awards: Dean's Honor List, High Distinction

GPA: 3.86

SKILLS

SQL, Python, RStudio, Airtable, Excel, PowerBI, Scheme, Adobe Suite, Asana, Canva, Wrike, Notion