

# Rachel Friend

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## Experience



- 2014 - Present** **Lingua.ly, Director of Marketing**
- Leading marketing strategy for web and mobile applications
  - Managing growth, user engagement and retention and English language UX
  - Researching target audiences and analysing their online behaviour
  - Analysing tracking data to gain insights for further marketing activities
- 2015 - Present** **Project Management, Strategic Consultancy and Copywriting**
- Freelance work for small and medium-sized companies
- 2011 - 2014** **BBR Saatchi & Saatchi, Planner**
- Strategic thinking and planning for advertising and brand-building campaigns
  - Supervised exchange of information across international Saatchi network
  - Improved agency's international profile by translating and distributing work abroad
- 2009 - 2010** **NGO Monitor, Public Relations Associate**
- Oversaw preparation and distribution information to the media
  - Coordinated overseas speaking tours and local events
- 2009** **Merlin (Emergency Medical Relief), Marketing Assistant**
- Set up digital marketing initiatives for challenge events and fundraising
  - Wrote grant proposals and programme reports for donors

My clients:



AHAVA

## Education



- 2007 - 2008** **Worcester College, University of Oxford**  
MSt. Oriental Studies – Jewish Studies in the Greco-Roman Period
- 2003 - 2007** **Oriel College, University of Oxford**  
BA Hons. Classics and Modern Languages  
French and Latin literature, language and linguistics, philosophy and ancient history
- 2005 - 2006** **Université Paris IV – Sorbonne - ERASMUS Exchange Scheme**

## Awards



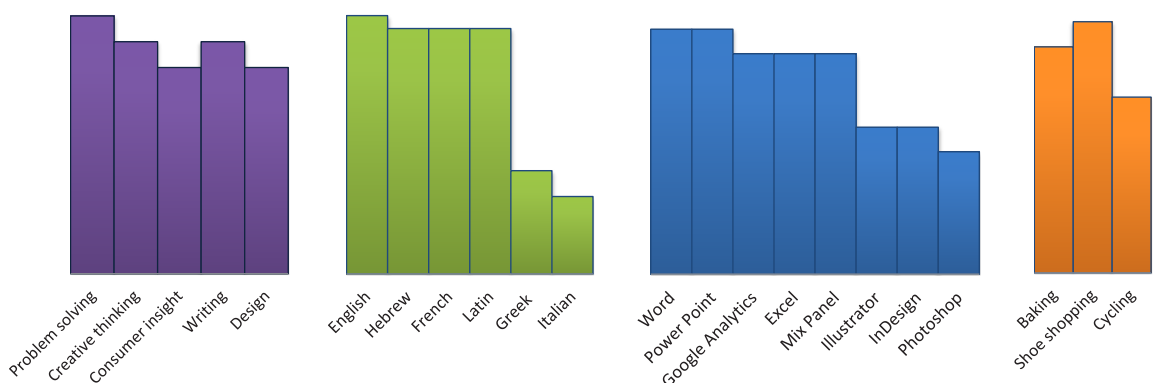
- 2013** **WARC Prize for Innovation - Finalist**  
Blood Relations campaign for the Peres Center for Peace
- 2012** **5 x Gold Cannes Lions**  
Blood Relations campaign for the Peres Center for Peace
- 2012** **UNDPI Humanitarian Gold Award**  
Blood Relations campaign for the Peres Center for Peace

## Volunteering



- 2006 - 2008** **Alumni Network Administrator, Oxford University Jewish Society**
- Established network of alumni spanning over 40 years
  - Organised large-scale events for alumni from different generations
  - Instigated establishment of branches in different countries around the world (USA, Israel)
- 2005** **Oxford University Student Union RAG Representative, Elected Position**
- Increased support for local and national charities, raising around £3000
- 2004** **President of the Oxford University Jewish Society, Elected Position**
- Headed a committee of 20 volunteers, organising educational, cultural and social events catering for a broad spectrum of 500 students university-wide

## Skills



\* קורות חיים בעברית  
ישלחו לפי דרישה