

RACHEL HARRISON GORDON

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EDUCATION

NEW YORK UNIVERSITY, Stern School of Business | Tisch School of the Arts **New York, NY**
Master of Business Administration | Master of Fine Arts **May 2020 | 2021**

Specialization in Entertainment, Media and Technology | Filmmaking, Writer-Director

- Story Mining and Supply Scholar – Merit-Based Partial Scholarship
- Entertainment & Media Immersion Program with Time Warner – Selected to complete consulting project for Turner
- Diversity Equity Belonging and Inclusion (DEBI) Committee – Elected as Third Year Representative

UNIVERSITY OF PENNSYLVANIA, School of Engineering and Applied Science **Philadelphia, PA**
Bachelor of Science in Mechanical Engineering and Applied Mechanics; Minor in Entrepreneurship **May 2012**

FILMMAKING

- *Broken Bird* (Short Film) - Writer, Director, Editor, Producer - 2020 Berlin International Film Festival, 2020 SXSW, 2020 Atlanta Film Festival (Award: Filmmaker to Watch), 2020 Bentonville Film Festival (Award: Best Short Film), Indy Shorts (Award: Best Directorial Debut)
- Sundance 2020 Blackhouse Fellow
- *The Miseducation of Cameron Post* - Gaffer – 2018 Sundance Grand Jury Prize Winner
- Post-Production Coordinator for Carol Dysinger, Oscar-Winning Documentary Director

EXPERIENCE

A24 **New York, NY**
Data Strategy and Acquisition Intern **2017-2018**

- Supported home entertainment and delivery teams with data projects
- Optimized acquisition and distribution through digitalization and workflow analysis

U.S. DEPARTMENT OF VETERANS AFFAIRS **Washington, D.C.**
Presidential Innovation Fellow **2014 - 2015**

- Interviewed veterans nationwide about motivations for joining military and experiences with VA, common themes in their narratives informed product design and service delivery
- Led contracting, marketing and managed \$100K budget for Open Data Roundtable and analytics Summit with VA leaders and data and healthcare experts to inform MyVA policy and Secretary McDonald's Strategic Plan
- Co-authored paper identifying strategies for enterprise data stewardship and mapping analyst insights to business needs
- Shaped Policing Data Initiative playbook to increase police transparency within their communities
- Panelist at White House events: "The State of STEM," "Women & Girls in STEM Roundtable" with Valerie Jarrett, Dr. Jo Handelsman and Sally Jewell, and co-hosted "We the Geeks" to increase minority representation in STEM

THE NEW YORK TIMES **New York, NY**
Manager, Mobile Analytics **2013 - 2014**

- Analyzed cross-platform usage with WebTrends, Localytics, Excel, Tableau and Google Analytics to better engage with targeted audience segments
- Designed performance metrics and issued insights to newsroom, development and marketing teams during the Sochi Olympics, World Cup, rebranding of The International New York Times and real-time events
- Won Publisher's Award for cross-department collaboration improving app payment mechanism and conversion rates

IPREO **New York, NY**
Mobile Product Analyst **2012 - 2013**

- Designed mobile platform for financial service transactions, and delivered white-label version to J.P. Morgan
- Collaborated with product managers and developers to prioritize requirements and evaluate enhancements

ADDITIONAL INFORMATION

- Languages: Hebrew (basic) and Spanish (intermediate)
- Interests: eSports, Ramen, Travel (visited all contiguous US states during two road trips)
- Inaugural member of NASA Datanauts: Women tech leaders using open data to problem-solve in space and at home