

RACHEL HARRISON GORDON

RachelHG.com • 201-704-3330 • Rachel.Harrison.Gordon@gmail.com

FILM PRODUCTION

Various Projects

New York, NY

Production Assistant, Key Grip, Swing

Sept. 2016 – Present

- Assist on music videos, independent features and Saturday Night Live.
- Manage technical equipment, set lighting, appear for cameos.

DIGITAL ENGAGEMENT AND TECHNICAL CONSULTING

Presidential Innovation Fellow

Washington, D.C.

U.S. Department of Veterans Affairs

Sept. 2014 – Sept. 2015

- Embedded with other private sector innovators and entrepreneurs into federal agencies.
- Interviewed Veterans nationwide about motivations for joining the military and challenges accessing VA services. Synthesized narratives to construct Personas – composite portraits of common themes – to inform product design and service delivery.
- Led contracting, budgeting and marketing for Open Data Roundtable and analytics Summit with VA leaders and field experts to inform MyVA policy and Secretary McDonald’s Strategic Plan.
- Coordinated to integrate VA into consortium of research institutions and healthcare facilities.
- Helped shape Policing Data Initiative playbook to onboard new departments.
- Served as panelist at White House events including: “The State of STEM,” “Women & Girls in STEM Roundtable” with Valerie Jarrett, Dr. Jo Handelsman and Sally Jewell, and co-hosted “We the Geeks” in honor of Black History Month.
- Selected member of inaugural class of NASA’s Datanauts – women leaders from the tech community utilizing innovative data solutions.

The New York Times

New York, NY

Manager, Mobile Analytics

Sept. 2013 – Sept. 2014

- Analyzed cross-platform usage to understand how users interact with content in order to identify opportunities for effective engagement.
- Designed performance metrics to assess and present business opportunities.
- Issued data insights and user segments to development, marketing and newsroom teams.
- Aided newsroom for the Sochi Olympics and World Cup, multi-part interactives and rebranding of The International New York Times.
- Won Publisher’s Award for cross-department collaboration improving the NYT app, payment mechanism, conversion rates and user engagement.

Ipreo

New York, NY

Mobile Product Analyst

Nov. 2012 – Sept. 2013

- Designed HTML5 mobile platform leveraging data and workflow solutions in Ipreo’s Investment Bank and Corporate desktop products, and delivered white-label product to J.P. Morgan.
- Collaborated with product managers and developers to gather and prioritize client requirements and evaluate enhancement feasibility.

SSI Health

Jersey City, NJ

Business Technology Analyst

July – Oct. 2012

- Built software for physicians to manage clinical practice and electronic health records.
- Conducted product demonstrations, created marketing brochures and developed practice websites.

Penn Neuropsychiatry and Brain Behavior Laboratory (Dr. Ruben Gur)

Philadelphia, PA

Computerized Neurocognitive Battery (CNB) Programming Intern

Aug. 2011 – Apr. 2012

- Converted the web-based CNB, a series of computerized tests measuring accuracy and speed of performance in major domains of cognition, to Hebrew for administration in Israel.

Skanska

New York, NY | East Rutherford, NJ

Mechanical Engineering Intern

June – Sept. 2010 | May – Aug. 2009

- Drafted bids with the Head Project Engineer for renovation of U.N. and MetLife Stadium.

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EDUCATION

University of Pennsylvania, School of Engineering and Applied Science **Philadelphia, PA**
Bachelor of Science in Engineering **May 2012**

Major: Mechanical Engineering and Applied Mechanics | **Minor:** Engineering Entrepreneurship
Honors and Awards: Wesley A. Stanger, Jr. Scholarship Winner: Selected representative of Union County, NJ for the Penn Class of 2012.

Kent Place School **Summit, NJ**
Diploma **June 2008**

Honors and Awards: Math Honor Society, Science Honor Society (President), Ventures Scholar, National Merit Scholar, AP Scholar, Varsity Soccer, Track and Lacrosse.
Extracurricular: Completed LEAD Business Program at the Tuck School of Business at Dartmouth College, studying business and managing a hypothetical stock portfolio.

ACTIVITIES AND LEADERSHIP EXPERIENCE

CityStep, Head Choreographer **Oct. 2008 – Sept. 2014**

- Worked with elementary school classes on dance performances.
- Served on the Graduate Board, helping build CityStep in Trenton.

The Walk Magazine, Blog Coordinator **Sept. 2010 – May 2012**

- Created blog covering aspiring student designers and street-style.

Maimonides Leaders Fellowship **Oct. 2009 – Dec. 2010**

- Attended seminars related to Jewish tradition at Penn and in Israel.

Université de Technologie de Compiègne **Aug. – Sept. 2009**

- Completed French language and culture study abroad program.

Alpha Chi Omega Sorority **Jan. 2009 – May 2012**

Theta Tau Professional Engineering Fraternity **Mar. 2011 – May 2012**

Hexagon Senior Society, Vice President **Mar. 2011 – May 2012**

Friars Senior Society **Oct. 2011 - Present**

Skills: Adobe Flash, Illustrator, Photoshop, Premiere | AutoCAD | Axure | Balsamiq | Final Draft | HTML
MATLAB | Public Presenting | R Programming | SolidWorks | SQL.

Interests: Movies, Hip-hop and Modern Dance, Space, Photography, Fashion, Spanish, Hebrew, Ramen.