

# Rachel Cooper-Blank

1407 Morling Ave.  
Baltimore, MD 21211  
rachelblank@gmail.com  
(443)-602-1915

## Education

2010- 2011 M.A. from New York University in Cinema Studies  
2006- 2010 B.S. from Towson University in Film Studies and Theatre Studies  
Graduated *summa cum laude*

## Work Experience

### Comscore

#### October 2018-Present, Baltimore Maryland

Lead Account Manager

Manages exclusive Comscore clients across the northeast  
Educates markets on creative sales and news analysis strategies  
Provides feedback and insight regarding the creation of local cross platform products  
Organizes client successes and packages them together for marketing initiatives

#### June 2015-October, Baltimore Maryland

Senior Account Manager

Manages relationships and client success with local TV stations across 29 markets  
Trains sales and news team on how to utilize Comscore data to help them with their day to day responsibilities.  
Analyzes data to demonstrate clients' strengths from both a sales and news oriented perspective.

### ABC2/WMAR-TV (Scripps)

#### July 2012-June 2015, Baltimore, Maryland

Integrated Marketing Account Executive

Responsible for new business development, digital sales, and agency business  
Agency clients have drastically increased in size: Arnold/Havas Media, for instance  
Achieved 2014's new business and digital sales goals in a down market  
Includes in depth research utilizing Scarborough Research, as well as Rentrak Research  
Digital Marketing skills includes: SEO, SEM, targeting (contextual, behavioral, demographic...), display advertising, etc.

### Magnolia Pictures,

#### September 2011-December 2011, New York, New York

Marketing and Publicity Intern;

Conducted grassroots research for our opening films, shipping, collected data on opening films, answered phones, all receptionist duties

## Skills and Experience

Skilled with technology- Mac and PC, Excel, Word, PowerPoint, Outlook, Salesforce, Final Cut Pro, Matrix, CRM  
Stillpointe Theatre Company Member  
Mentor with Big Brothers Big Sisters of Greater Maryland  
Activities include: Theatre, Zumba, Yoga, Animals