

Nina Rachal

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About Me

Young professional interested in UX/UI research, social media strategy, and project management. I have experience in leadership, adaptability, and managing large scale projects. I am always looking for ways to develop as a professional and to continue to learn my craft.

Education

Kennesaw State University - Kennesaw, GA

Graduation: May 2022

Bachelor of Science, Public Relations

University of Georgia - Online

Graduation: May 2025

Master of Art, Emerging Media

Employment

Contract Specialist | Mission & Installation Contracting Command

April 2023 – Present

- Solicits, evaluates and negotiates contracts.
- Drafts and ensures accurate compliance with the terms and conditions of the contracts.
- Terminates contracts by analyzing, negotiating, and settling claims and proposals.
- Analyzes and evaluates cost of price proposals and accounting systems data as part of the cost evaluation of proposals.
- Executes procedures to ensure Agency-specific acquisition/procurement requirements are properly considered.
- Provides business advisory services including advising and assisting in the development of acceptable specification and evaluation criteria and methods of procurement of a requirement.

Disney College Program – Attractions | Walt Disney World Resort

August 2022 – January 2023

- Interacted with over 10,000 guests daily while greeting and completing attraction tasks such as coordinating special events
- Ability to work under pressure in safety critical emergency situations and evacuations
- Commended for excellent organizational skills; organized six months of stored data in less than four months
- Recognized by leadership three times for displaying company ideals of safety, courtesy, inclusion, show and efficiency.
- Maintained a customer satisfaction rating 15% higher than the company average by delivering on customers' needs and memorizing over 400 services and products to more rapidly assist customers.

Utility Ambassador – Guest Services | Atlanta Braves

April 2022 – August 2022

- Worked directly with front office departments such as Marketing and Advertising, Event Operations, Community Affairs, and Corporate Partnerships to execute non-game day events at Truist Park.
- Promoted special ticket packages, Kids Club memberships and overall brand of the Atlanta Braves Organization.
- Raised capital for the Atlanta Braves Foundation (non-profit) by selling 50/50 raffle tickets.
- Exceed quantitative metrics on customer satisfaction, customer retention, and inquiring volume.
- Adhered to all guest needs and expectations while visiting the Battery Atlanta and Truist Park.

Research Analyst – Peak Communications | Kennesaw State University

January 2022 – May 2022

- Developed and implemented a public relations campaign for the KSU Bentley Rare Book Museum to increase student awareness and participation in the museum.
- Increased student awareness of the client by 2.5%
- Developed pre- and post-campaign surveys that reached over 100 students at KSU
- Assisted with Instagram content that engaged 100+ Instagram accounts and Instagram Reels that reached over 4000 views daily

Student Assistant/ Social Media Intern | Kennesaw State University

January 2022 – May 2022

- Managed multiple social media platforms such as Instagram and Facebook for departmental advancement.
- Developed a marketing strategy and schedule to organize and plan engagement such as feed posts, stories, and highlights
- Helped to organize office events for alumni who have worked as orientation leaders

Digital Marketing/ SEO Intern: Team Lead | Easy Event Planning

September 2021 – December 2021

- Recognized outstanding performance among group members and led biweekly meetings with the team
- Ensured that all team members record their hours and accomplishments each week
- Gained knowledge in SEO and how to best optimize a webpage for high clickthrough rates
- Optimized over five articles on the Easy Event Planning website

Student Director – Orientation | Kennesaw State University

September 2020 – January 2022

- Conceptualized and oversaw a plan for recruitment and hiring of more than 50 staff positions
- Facilitated small and large teams and mediated conflict within those teams
- Ran logistics for a 550+ person program
- Managed university social media account to reach 1000+ audiences
- Mentored 30+ employees and established strong interpersonal connections between team members

Certifications:

- Muck Rack - Fundamentals of Media Relations (2021)
- Muck Rack - Fundamentals of Social Media (2022)
- LinkedIn - Figma for UX Design (2023)
- LinkedIn - Illustrator 2023 Essential Training (2023)
- LinkedIn - Introducing Photoshop (2023)