

Rachel Yordan

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Education

University of Arkansas

Fayetteville, AR

Bachelors in Psychology, Minor in Marketing, GPA: 3.9

Expected Graduation Date (Dec. 2025)

Professional Agility and Career Essentials Micro-Certificate

Member of Fulbright Honors College, Chancellor's List Fall 23,24, Dean's List 2023-2024, Member of Cross Church College, Member of Caribbean Student Association, Prestigious Merit-based Silas Hunt Scholarship award recipient.

Relevant Coursework: Public Speaking, Professional E-Portfolio, Biopsychology, Cognitive Psychology, Psychopathology, General Sociology, Child Welfare, Psychology of Diversity, Research Methods, Developmental Psychology, Business Application Knowledge, Intro to Marketing, Business Foundations for Innovation, and Entrepreneurs.

Experience

iNFiNiTi Athletics

Bentonville, AR

Half-Year Cheerleading Coach

December 2021– Present

- Trained children 6-17 years of age to achieve their personal goals in cheerleading and closely connect and gain children's trust to assist their needs.
- Developed, communicated, and implemented strategic team plans and routines to enhance athlete performance and ensure competitive excellence at professional competitions.
- Led and coordinated practices while implementing dynamic growth plans to enhance teamwork, discipline, and athletic performance.
- Provided mentorship with empathy and patience, guiding athletes in balancing academics, sports, and social life while fostering confidence and resilience in high-pressure situations.
- Collaborated with parents and guardians to ensure the well-being of athletes both in and out of the gym

Rachel Marie Photography

Northwest Arkansas

Freelance Photographer

April 2023 – Present

- Captured and edited high-quality portraits of various events and groups using Canon cameras and Adobe Lightroom to enhance image quality for all clients
- Strategically designed, optimized, and managed business social media, significantly increasing engagement and enhancing brand exposure through strategic marketing.
- Fostered a comfortable and trusting environment during photoshoots by effectively communicating, directing, and encouraging children and families, ensuring they felt relaxed, confident, and valued.
- Adapted quickly to different personalities and behaviors, using flexibility and creativity to keep engagement.

Northside Elementary

Rogers, AR

School Counselor Intern.

January 2025 – Present

- Collaborated with school Counselor to ensure a safe and supportive environment for all students, providing emotional and physical support to both students and their families
- Designed and executed marketing materials, including posters, and promotional videos, to enhance school and town-wide event engagement while effectively showcasing the school's mission and values

Skills & Interests

iNFiNiTi Athletics

Bentonville, AR

All-Star Cheerleading Athlete

May 2014 – May 2024

- Led by example in high-pressure situations, teaching young athletes how to manage stress and offer guidance on personal and athletic challenges, promoting resilience, teamwork, and confidence. Leadership Award 2021

Language: Bilingual in English and Spanish (fluent) – AR Seal of Biliteracy Certification

Skills: Communication skills, patience and flexibility, crisis management, Active listening, teamwork, and collaboration