

**Rachman Blake**  
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609.651.6347

**Education**

- Princeton University, Class of 2007: B.A. Psychology, Minor: Finance
  - GPA 3.49/4.00
  - Thesis Topic: Self Regulated Learning and Academic Achievement
- The Peddie School, Class of 2003:

**Advanced Technical Knowledge and Experience**

**Skills and Experience**

- Business Development
  - Excellent marketing skills with a demonstrated ability to attract potential investors, clients, and customers to Web 2.0 platforms
  - Excellent presentation skills
- Web Developer
  - Successfully launched several web based projects resulting in substantial increased revenue for the client
  - UI, graphic design, and usability
  - System administrator

**Systems and Concepts**

- Web 2.0 Social Networking
- Content Management Systems
  - Joomla
  - Drupal
- Online revenue generation
  - Targeted advertising
  - Targeted marketing
- Search engine optimization
- Internationalized websites
  - Multi-language
- Global search engine optimization
- Cross browser compatibility

**Advanced Technical Skills**

Advanced Technical Skills

- DHTML / xHTML
- CSS
- PHP
- Flash/ActionScript

Minor Experience

- Ajax
- ASP

Tools

- Adobe Create Suite 3
- Open Office
- Microsoft Office
- WAMP
- Firebug
- FTP / SSL
- SVN

**Recent Professional Experience**

- Business Development, Admish, Inc, Spring 2007-2008
  - Admish.com is a powerful college admissions community that brings together colleges, students, parents, teachers, and guidance counselors in a single portal. In the role of Business Development, Rachman was responsible for developing and managing relationships with potential investors, partners, and advertisers.
  - Rachman secured relationships with advertisers, administered and optimized OpenAds ad serving software, to facilitate revenue generation.
  - He was also Admish's event photographer, and part time graphical designer.
  - Technologies: Drupal, PHP, MySQL, AJAX, dHTML, CSS Flash, OpenAds
- Global Rates Analyst, Wachovia Securities, Summer 2006
  - As a Global Rates Analyst, Rachman was responsible for financial modeling, relationship management, and developing client presentations for senior marketers. He also researched and reported on trends affecting the Global Rates environment.

**Interests, Activities, Special Abilities**

- Dance, BodyHype Dance Company: Hip-Hop, R&B, Lyrical
- Princeton University NCAA Division 1 Varsity Men's soccer player