

# Rachel Epstein

(818)-746-5805 | rachelshayna@gmail.com | www.linkedin.com/in/rachel-epstein-

## EDUCATION

---

### University of Miami Herbert Business School

Coral Gables, Florida

*Bachelor of Business Administration in Entrepreneurship*

Expected May 2026

- **Honors:** Dean's List
- **Relevant Coursework:** Principles of Microeconomics & Macroeconomics, Business Analytics, Quantitative Applications in Business, Professional Selling, Growing the New Venture, Managerial Accounting, Entrepreneurship (Fall 2025), Operations Management (Fall 2025), Fundamentals of Finance (Fall 2025)

## WORK & LEADERSHIP EXPERIENCE

---

### Soifer Group

Calabasas, CA

*Intern*

June 2023 – August 2024

- Composed and distributed targeted direct mail campaigns using MLS data and CRM platforms to engage prospective buyers and sellers within designated farm areas
- Developed and published property marketing content across social media channels to increase visibility and drive traffic to high-end residential listings
- Oversaw home staging and pre-listing preparations, including furniture placement, depersonalization, and curb appeal enhancements to optimize show-ready condition
- Facilitated open house events by providing guided property tours, addressing buyer inquiries, and capturing lead information for post-event follow-up and client nurturing via CRM

### 1st10

Los Angeles, CA

*Intern*

June 2024 – August 2024

- Constructed comprehensive market landscapes of early-stage startups segmented by funding rounds (Pre-Seed through Series B) to support talent sourcing and business development
- Executed a full CRM data migration from Monday.com to Gem, ensuring continuity of recruiting pipelines and preservation of engagement metrics
- Curated targeted talent pipelines by identifying prospective recruiters through alumni networks and institutional affiliations for proactive outreach initiatives

### Lever Capital Partners

Los Angeles, CA

*Intern*

August 2023 – December 2023

- Conducted property-level and investor due diligence using online research tools and updated Salesforce with verified contact and deal information to enhance CRM data integrity
- Maintained and optimized Salesforce CRM by managing contact records, tagging leads by investment criteria, and segmenting clients based on deal activity and geographic focus
- Compiled insights from weekly Real Estate Capital Alliance (RECA) deal calls, producing detailed briefs summarizing market appetite, investor interest, and opportunities

## SKILLS, ACTIVITIES, & INTERESTS

---

**Technical Skills:** Proficient in Microsoft Excel, PowerPoint, Word, Salesforce, Crunchbase, Monday, Gem, Canva, Adobe, Tableau,

**Professional Development:** Real Estate License Exam Course (California, Summer 2025)

**Activities:** Girls Out Reach Of Diversity; uStart Entrepreneurship Club

**Interests:** Travel; Volunteering; Lakers Basketball, Cooking/Baking