

RACHEL WALLACH





communications | media relations | writing

EDUCATION

Syracuse University // S.I. Newhouse
School of Public Communications
B.A. Advertising, Art History
Magna Cum Laude

2014 AAF National Student
Advertising Competition
Team Copywriter

CONTACT

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EXPERIENCE

Freelance Writer/Editor

Best Foot Forward Foundation | 2017 - Present

Edit and rewrite website copy, blog posts, and email newsletters
Create blog content consistent with the organization's core values
Collaborate with the co-founder to plan the editorial calendar

Communications Specialist

Hudson's Bay Company | 2018 - 2019

Drafted all internal communications distributed to the HBC Tech Division
Supported the Office of the CTO with internal corporate messaging
Wrote and edited the bi-weekly newsletter for tech associates
Coordinated across teams to gather and disseminate content internally
Created and prepared slide decks for senior leadership presentations

Media Relations Specialist // Media Relations Associate

Fractl | 2016 - 2018

Implemented creative email outreach for 4–6 campaigns per week
Developed relationships with top-tier online publishers
Secured media coverage to drive SEO and increase brand awareness
Created media lists and monitored campaign metrics

Data Operations Associate

GrubHub | 2015 - 2016

Edited content for GrubHub, Seamless, and MenuPages
Adhered to the company style guide and the AP Stylebook
Coordinated daily with restaurants and the customer care team

Freelance Copywriter

Louis DeLuca, M.D. | 2014

Developed print advertising to promote the practice
Published advertisement in *The Bump Magazine: South Florida*

Social Media Intern

MDG Advertising | 2013

Wrote 2–3 SEO-friendly posts per month for the agency's blog
Managed client Facebook and Twitter accounts daily
Curated content for Facebook, Google+, LinkedIn, and Twitter

Marketing and Communications Intern

Adolph & Rose Levis JCC | 2012

Wrote copy for the JCC website and organizational brochures
Drafted weekly press releases for upcoming charitable events
Edited copy for the quarterly JCC Program Guide

SKILLS

- Writing	- Time Management
- Editing	- Sound Judgment
- Internal Communications	- Microsoft Office Suite
- Digital PR	- Adobe Creative Suite
- Content Marketing	- Canva