

RACHEL HARTWICK

• content designer, strategist + UX writer •

WORK EXPERIENCE

June 2022 -
present

Senior Content Strategist

Wunderman Thompson Commerce & Technology

- Research, plan, and create content for brands such as The Coca-Cola Company, Microsoft, Pokémon, Honda, Estée Lauder, Acura, and Berkshire Hathaway.
- Define content design for global ecommerce sites; collaborate with UX designers on wireframes in Figma; create end-to-end UX content strategy.
- Develop content assessments, audits, advertising copy, SEO strategy, editorial guidelines, creative manifestos, brand playbooks, new business pitches, and more.
- Successfully launched a creative campaign for Pokémon x Funko POP! for a line of new figures, resulting in 10K+ limited-edition products being sold out in under an hour.
- Lead a twice-monthly content meeting that brings copywriters, strategists, and copy-focused creative directors together to share knowledge and trends.

Oct. 2017 -
present

Freelance Content Designer, Strategist & Copywriter

Various clients; remotely

- Create strategy for social, content, and SEO; write content framework, UX web copy; ghostwrite thought leadership articles; manage social media channels.
- Have completed successful projects with 20+ clients in tech, nonprofit, healthcare, finance, sustainability, hospitality, environmental, automotive, CPG, restaurants, and more.

Nov. 2019 -
June 2022

Content Strategist & Copywriter

Ample; Cincinnati, OH

- Spearheaded agency's first-ever content strategy practice from the ground up. Played major role in landing million-dollar contract with a CPG client for content and ad work.
- Led weekly content meetings with major CPG client Do Good Foods/Do Good Chicken; helped client grow business 20% YOY for three years.
- Wrote and managed copy across clients such as Buffalo Wings & Rings and Mike Albert Fleet Solutions for web, digital ads, articles, and more.

EDUCATION

Bachelor of Science in Journalism

Ohio University E.W. Scripps School of Journalism

Major: Journalism: Strategic Communication

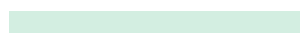
Certificate: Global Consulting.

Minor: Marketing

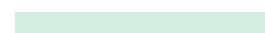
Specialization: Creative Writing

SKILLS

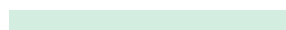
Content design



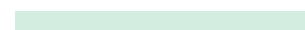
Content strategy



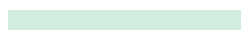
UX writing



Ecommerce



Advertising writing



Social strategy

