

RACHEL HARTWICK

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EDUCATION

Ohio University E.W. Scripps School of Journalism

Pending graduation May 2018

Journalism: strategic communication major, marketing minor, global leadership certificate, creative writing specialization

SKILLS

Content marketing, digital strategy, cross-cultural communication, creative writing, team management

Proficient in: Adobe Creative Suite, Final Cut Pro

Cerficiations in: Inbound marketing, Hubspot software

EXPERIENCE

Creative Department Head, 1804 Communication

Athens, Ohio

September 2014 - Present

- Promoted each year from associate to executive to supervisor to executive board member/department head. Currently manage 65 creatives.
- Holding weekly all-firm meetings with 50-100 people; giving creative brainstorm training sessions.
- Managing accounts including Scripps JSchool, Ohio State Bar Association and Athens County Humane Society; writing social copy, planning fundraising events, creating campaigns from the ground up.

Tutor, Student Writing Center

Athens, Ohio

August 2015 - present

- Working with all types of students (undergraduate, graduate and international) on refining their writing in terms of grammar, structure and overall ideas.
- Training students to think critically about writing assignments.

Content Strategy Intern, Walker Sands Communications

Chicago, Illinois

June 2017 - August 2017

- Worked on the creative services team to brainstorm campaigns, strategically considering brands' unique personalities, budgets and time frames.
- Wrote clear and concise content in AP style including blogs, whitepapers, SEO pages, social & email copy.
- Performed extensive research on B2B technology clients such as Grubhub.

Research Consultant, Chip Mong Group

Phnom Penh, Cambodia

January 2017 - May 2017

- Collaborated with six students from the American University of Phnom Penh and five students from Ohio University, performing extensive research on corporate social responsibility in Cambodia.
- Traveled to Phnom Penh, Cambodia to finish project and present recommendations to the executive panel of Chip Mong Group, a multi-million dollar conglomerate that owns Cambodia Beer, the #2 beer of the country.

Digital Strategy Intern, Rad Campaign

Washington, D.C.

June 2016 - September 2016

- Ghostwrote blog posts for craigslist founder Craig Newmark; one post promoting the Veterans Charity Challenge helped the nonprofits involved raise more than \$300,000, a 66 percent increase in online donations from the previous year.
- Wrote Inova Health Foundation social media audit.
- Analyzed data and research for the release of an infographic about online harassment; secured media placements in *CNNMoney*, *Huffington Post* and *Mic*.

Intern, Greater Cincinnati Coalition for the Homeless

Cincinnati, Ohio

May 2015 - August 2015

- Reported for biweekly newspaper *Streetvibes*, which is sold by vendors often experiencing poverty.
- Made it a personal mission to tell the story of one vendor per issue; conducted three interviews per vendor and wrote a feature story about each one.
- Covered events like the indictment of UC police officer for murder, Black Lives Matter marches, Cincinnati Pride parade and the opening of women's homeless shelters; ran Twitter account.

ACHIEVEMENTS

Dean's List (2014 - 2017) ♦ Outstanding Student Leader (2017) ♦ Second place in Hubspot marketing contest (2017) First place in Student Research Expo (2017) Awarded trip to Austin with PRSSA (2016) ♦ Awarded trip to Phoenix with the Newspaper Guild (2015) ♦ Video featured on HBO Vice (2015) David S. Barr social justice reporting international winner (2014) ♦ Al Neuharth Free Spirit and Journalism scholar (2013)