

Rachel Hartwick

Contact

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SKILLS

- Content marketing
- Writing
- Brand strategy
- Social media management
- Tweetdeck/Hootsuite
- Inbound marketing
- Hubspot software
- Adobe Creative Suite
- Final Cut Pro

ACHIEVEMENTS

- Outstanding Student Leader Achievement Award (2017)
- 2nd place Hubspot Marketing Contest (2017)
- 1st place Student Research Expo (2017)
- Don Perris Endowed Journalism Scholarship (2017)
- Helen Hoover Memorial Journalism Scholarship (2017)
- Awarded trip to Austin with PRSSA (2016)
- John W. Wiater Journalism Scholarship (2016)
- Awarded trip to Phoenix with The Newspaper Guild (2015)
- Video on HBO Vice (2015)
- David S. Barr social justice reporting winner (2014)
- Al Neuharth Free Spirit & Journalism scholar (2013)

EDUCATION

Bachelor of Science in Journalism

Ohio University | E. W. Scripps
School of Journalism

Expected Graduation: May 2018

Major: Journalism/Strategic
Communication

Minor: Marketing

INTERNSHIPS

Content Strategy Intern, Walker Sands Communications

Chicago, IL; June 2017 - August 2017

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

Digital Strategy Intern, Rad Campaign

Washington, D.C.; June 2016 - September 2016

- Ghostwrote blog posts for craigslist founder Craig Newmark; post promoting veteran charity helped raise \$300,000 in online donations, a 66% increase from 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*.

Writing Intern, Greater Cincinnati Coalition for the Homeless

Cincinnati, OH; May 2015 - August 2015

- Reported for biweekly newspaper *Streetvibes*, which is sold by vendors in poverty.
- Wrote feature stories on vendors experiencing homelessness for each issue.

FREELANCE

Brand Strategist, confidential mattress brand

Chicago, IL working remotely; December 2017 - present

- Develop personality for cat mascot; write branding/strategy document.
- Create content buckets and content calendar; organize ideas into slideshows.

Writer, Appositive Media

Chicago, IL working remotely; November 2017 - present

- Strategize blog content for The Preserve at Clearwater senior assisted living facility.
- Write one post per week, ongoing for a year.

Social Media Manager, Plastic Palmtree

Los Angeles, CA working remotely; October 2017 - present

- Built social media platforms from scratch for elevated lifestyle brand; schedule posts.
- Grew Instagram followers from 0 to 130 in less than a week.

OTHER EXPERIENCE

Executive Creative Director, 1804 Communication

Athens, OH; September 2014 - present (promoted annually; associate to executive to supervisor)

- Managed rebranding from PR firm to full-service agency of 130+ members.
- Directly manage 50+ associates and 10 creatives; assist in event planning, fundraising, blog writing, social media and campaigns for real businesses.
- Co-organize Humane Society fundraising event; raised \$6,000, a \$1,500 increase.

Writing Tutor, Student Writing Center

Athens, OH; August 2015 - present

- Tutor students, including international, on text-based assignments 10 hrs/week.

Student Research Consultant, Chip Mong Group

Phnom Penh, Cambodia and Athens, OH; January 2017 - May 2017

- Collaborated with 6 Cambodian students & 5 Ohio students on consulting project.
- Strategized corporate social responsibility recommendations for a multi-million dollar conglomerate and owners of Cambodia Beer, Chip Mong Group.
- Traveled to Cambodia to present recommendations to client at Khmer Brewery.

Reporter, The Post

Athens, OH; September 2014 - February 2016

- Wrote 1-2 stories a week on culture based issues, interviewing at least 3 sources per story; temporarily served as LGBT/women's issues beat reporter