

WEBSITE

rachel-wayne.com

MOBILE

(407) 534-7742

EMAIL

rachelwayne@zoho.com

RACHEL WAYNE

creative communicator, project manager, and educator with excellent communications skills and marketing savvy

EXPERIENCE

COPYWRITER

Flocksy

Remote

2019 – present

- ✎ Write blogs, emails, social media posts, ad copy, and other marketing materials for clients across a range of industries
- ✎ Consistently receive 5-star reviews and maintain good working relationships with clients
- ✎ Write web content for Flocksy LLC and its various enterprises
- ✎ Listed among Featured Team Members for top-quality work and regular contributions to the team

FREELANCE COMMUNICATOR

Independent

Remote

2019 – present

- ✎ Work with clients in health, tech, marketing, and web spheres to help them put their multi-channel marketing strategies into action
- ✎ Produce high-quality, engaging content for the target audience
- ✎ Ghostwrite blogs, whitepapers, and feature articles for marketing agencies, HR professionals, and entrepreneurs

DIGITAL COMMS SPECIALIST

City of Orlando

Orlando, FL

2019

- ✎ Managed and wrote email newsletters for both internal and external audiences
- ✎ Developed new recurring features that improved employee engagement
- ✎ Developed and managed several multimedia projects that showcased our city's programs and projects
- ✎ Developed new campaigns and wrote copy for posts, especially for Orlando Police and Fire, that increased engagement

WRITER

College of Liberal Arts
and Sciences

University of Florida

Gainesville, FL

2016 – 2019

- ✎ Developed and successfully executed social media strategy to raise profile of the college and increase engagement
- ✎ Served as Associate Editor of award-winning *Ytori* magazine
- ✎ Wrote stories for multiple print and digital platforms and branded copy for marketing materials
- ✎ Developed and managed digital content for the college's web presence
- ✎ Designed small print pieces and digital assets
- ✎ Took initiative in establishing video as a means of promoting the college

PROGRAM SPECIALIST/ RESEARCHER

Office of Sustainability
Alachua County Board
of County Commissioners

Gainesville, FL

2014 – 2016

- ✎ Developed sustainable programming for gardening, clean energy, arts, and economic development in Alachua County
- ✎ Established "Lunch and Learn" program for employees and community
- ✎ Engaged and surveyed local stakeholders to provide framework for the implementation of clean energy programs
- ✎ Compiled research and interview data on clean energy, economic development, and sustainability education

ENTREPRENEURSHIP

CREATIVE COMMUNICATOR

Lyra Creative Studios

Remote

2020 – present

- ☞ Developed marketing strategy that focuses on providing high-value content to the target audience
- ☞ Joined marketing and web agencies as a freelance content writer and copywriter
- ☞ Develop social media/blog pipelines for clients in the health, education, and arts/cultural spheres

COMMUNICATOR/COACH

Free Ring Circus

Remote

2019 – present

- ☞ Work with entrepreneurs and artists to develop their personal brand
- ☞ Ghostwrite content for clients
- ☞ Created content marketing strategy that encompasses social media, blogs, Medium publications, and lead magnets

CREATIVE DIRECTOR

DreamQuilt LLC

Gainesville, FL

June 2013 – 2019

- ☞ Developed business plan and competed in UF's Big Idea Competition
- ☞ Recruited and booked independent contractors to offer creativity workshops (B2C) and creative team-building services (B2B)
- ☞ Coordinated venue managers, performers, and crew for arts education, performing arts, and community benefit events in Alachua County, FL.
- ☞ Recruited and collaborated with team to develop content marketing pipeline, press kits, and branding elements
- ☞ Developed creativity workshops and engagement opportunities for youth and adults
- ☞ Recruited and hired performers, activity leaders, and staff for live entertainment productions and creativity workshops
- ☞ Wrote grants and recruited sponsors for company activities

NOTABLES

- ☞ Won prize for research paper published in *The Journal of Cultural Anthropology*, November 2013
- ☞ Won Special Program Grant from Alachua County Commission for CerridwenWorks, a nonprofit project of DreamQuilt LLC, in 2015
- ☞ Successfully conducted IRB-approved human subject research at a dissertation level as a master's student, published findings as thesis
- ☞ Achieved expertise in web accessibility
- ☞ Co-developed and presented story theatre production at International OCD Conference in Washington, D.C. in 2018

CURRICULUM VITAE

Department of Anthropology

College of Liberal Arts
and Sciences
University of Florida

MA in Anthropology

Subfield: Cultural

Track: Interdisciplinary with Film Studies, Department of English

Program: Applied Visual Anthropology

Department of Sociology, Anthropology, and Criminal Justice

College of Arts and Sciences
Valdosta State University

Bachelor of Arts in Anthropology with Honors

☞ Editor/Staff Writer, *Spectator* student newspaper

☞ Peer Tutor (Writing/English/Biology), Student Success Center

Theatre and Dance Area

College of the Arts
Valdosta State University

Bachelor of Fine Arts in Theatre Arts

☞ Properties Apprentice and Assistant Stage Manager, Theatre Arts

STRENGTHS

FEATURE WRITING

I have written hundreds of profiles, features, Q&As, and other stories for a variety of higher ed and government publications, and my work is regularly featured in digital magazines.

CONTENT MARKETING

My content marketing strategies exponentially grew the College of Liberal Arts and Sciences' following on social media. I developed digital content pipelines that complemented our editorial calendar and supported our fundraising campaigns, which met or exceeded their goals.

Now, I regularly work with my clients to develop branded content that supports their business goals. I write topical blogs, social media posts, landing page copy, and other key content for a cross-channel strategy.

COPYWRITING

I write fresh, engaging copy that garners clicks. I've worked with a wide variety of clients in the health, tech, marketing, HR, academic, and construction spheres, and I've consistently delivered top-quality, on-brand copy that drives sales and supports the client's marketing strategy.

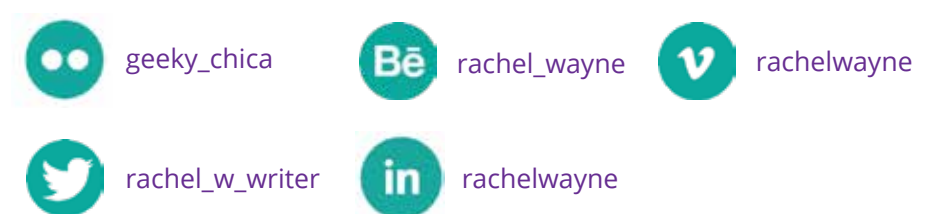
MEDIA RELATIONS

Many of my press releases have been picked up by national and international news outlets and contributed to trending stories. I also have regularly engaged the press for community events that I organized.

PROJECT MANAGEMENT

I have successfully managed many large projects, including multimedia projects, website audits and transitions, professional development and enrichment workshop series, and promotional campaigns.

ONLINE



PROFESSIONAL SKILLS

