

## WEBSITE

rachel-wayne.com

## MOBILE

(407) 534-7742

## EMAIL

rachelwayne@zoho.com

 rachelwayne

 thestorysiren

# RACHEL WAYNE

creative communicator, story-driven marketer, and digital content strategist with superb writing skills and vast experience in project management and campaign development

## PROFESSIONAL SKILLS

copywriting • copyediting • brand storytelling • social media • content strategy • media relations • web accessibility • graphic design • video editing • project management

## EXPERIENCE

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### COPYWRITER

Flocksy

Remote

2019 – present

- ✎ Elevate clients' brands and marketing efforts by expertly crafting SEO content, blogs, emails, landing pages, social media posts, ad copy, and business descriptions
  - ✎ Consistently receive 5-star reviews (average 4.92 across 1,800 projects) and maintain good working relationships with clients across a range of industries, especially medical, IT, marketing, and home services
  - ✎ Improve conversions and client experience with high-quality web and UI content, ad copy, and internal documents for Flocksy LLC and its sister company, Hatchwise
  - ✎ Listed among Featured Team Members for top-quality work and regular contributions to the team
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### FREELANCE COMMUNICATOR

Independent

Remote

2019 – present

- ✎ Create and implement multi-channel marketing campaigns to improve brand reputation and attract qualified leads
  - ✎ Boost organic traffic with on-page SEO and research-backed content planning and creation
  - ✎ Collaborate with marketing directors and SEO strategists in the health and wellness, beauty, tech, education, and arts industries
  - ✎ Demonstrate each client's brand authority and core values through high-quality, engaging content (including graphics, videos, and marketing copy) for their target audience(s)
  - ✎ Ghostwrite blogs, whitepapers, and feature articles for marketers, creative professionals, and entrepreneurs
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### DIGITAL COMMS SPECIALIST

City of Orlando

Orlando, FL

2019

- ✎ Educated and entertained city staff and residents by planning, designing, and writing digital and print newsletters featuring events, news, and valuable content
  - ✎ Improved employee engagement with new recurring content pieces highlighting the city's programs, staff, and values
  - ✎ Developed and managed several video and blog projects that showcased the city's programs and projects, including the homeless outreach and bike education initiatives
  - ✎ Improved brand reputation and engagement rates by developing and writing value-driven social media campaigns for Orlando Police and Fire Departments
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### WRITER

College of Liberal Arts  
and Sciences

University of Florida

Gainesville, FL

2016 – 2019

- ✎ Developed and successfully executed a social media strategy to raise the profile of the college and increase engagement
- ✎ Served as Associate Editor of award-winning *Ytori* magazine
- ✎ Wrote stories for multiple print and digital platforms
- ✎ Improved faculty, staff, alumni, and donor engagement with story-driven copy for marketing collateral
- ✎ Developed and managed digital content and created accessibility guidelines for the college's web presence
- ✎ Designed small print pieces and digital assets, including program postcards and social media graphics

## EXPERIENCE, CONTINUED

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
- 🌀 Facilitated the implementation of clean energy programs by engaging and surveying local stakeholders and prospective vendors to provide framework for procurement and marketing
- 🌀 Served as Commission liaison for presenters on clean energy, economic development, and sustainability topics

## ENTREPRENEURSHIP

FOUNDER AND CEO  
StorySiren Communications LLC  
Orlando, FL  
2019 - present

- 🌀 Develop digital presence, brand alignment tactics, and content marketing pipelines for small businesses and nonprofits
- 🌀 Write high-converting, on-brand copy for social media, ads, landing pages, and marketing collateral
- 🌀 Create brand kits and style guides to help organizations achieve a cohesive, story-driven communications strategy
- 🌀 Consult with creative professionals on their self-promotion strategy, personal brand, and passive income development

FOUNDER AND CREATIVE DIR.  
DreamQuilt LLC  
Orlando, FL  
2013 - 2019

- 🌀 Developed innovative, impactful cultural programs and community benefit shows; booked performers and educators for those events
- 🌀 Coordinated venue managers, promoters, and staff for live performances and art/craft/dance festivals and workshops
- 🌀 Won local government grants for arts education and community-building programs and events

## TRAINING AND PROFESSIONAL DEVELOPMENT

- 🌀 Developed a full business plan and audited business/marketing classes as contestant in UF Warrington College of Business's Big Idea Competition
- 🌀 Participated in UF Warrington College of Business's Gator Bootcamp for Entrepreneurs
- 🌀 Attended Nonprofit Storytelling Conference in Orlando, FL, 2018
- 🌀 Attended frank gathering in Gainesville, FL, 2016 and 2018

## PORTFOLIO



rachel\_wayne



geeky\_chica



rachelwayne



[journoportfolio.com/rachelwayne](http://journoportfolio.com/rachelwayne)

## EDUCATION

MA Anthropology  
University of Florida

BA Anthropology  
Valdosta State University

BFA Theatre Arts  
Valdosta State University

## TECHNICAL SKILLS

SEO	● ● ● ● ●	UX / UI	● ● ● ● ●
SEM	● ● ● ● ●	MAILCHIMP	● ● ● ● ●
CRO	● ● ● ● ●	HTML/CSS	● ● ● ● ●
DIGITAL VIDEO	● ● ● ● ●	WORDPRESS	● ● ● ● ●
PHOTOGRAPHY	● ● ● ● ●	MICROSOFT 365	● ● ● ● ●
ADOBE CC	● ● ● ● ●	SPREADSHEETS	● ● ● ● ●