

WEBSITE

rachel-wayne.com

MOBILE

(407) 534-7742

EMAIL

rachel@rachel-wayne.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 • UX writing and optimization • SEO • web accessibility • graphic design • video editing • project management

EXPERIENCE

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

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

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

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

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	● ● ● ● ●