

RACHEL GREVE

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PROFESSIONAL SUMMARY

I'm a passionate, creative, and meticulous copywriter and digital marketing professional with 6+ years of experience in content marketing and management. I've had the opportunity to write, design, and develop strategic content for companies (large and small) in a variety of industries including travel and leisure, hospitality, digital games, tech, and more. I am a lifelong learner, an excellent collaborator, and a versatile digital marketing professional.

SKILLS & EXPERTISE

- Branded content creation
- Social media writing
- Website copywriting
- Copy editing
- Digital storytelling
- UX/UI best practices
- B2C & B2B content writing
- Google Analytics & SEO
- Paid Google & FB ads
- Brand dev. & awareness
- Graphic design & editing in Photoshop, Lightroom, & Canva
- Various CMS (WordPress, etc)
- Basic HTML & CSS
- Onboarding/team training
- HootSuite & FB Business Suite
- Microsoft suite & PowerApps

EDUCATION

Barry University

Bachelor of Arts in English, specialized in Professional Writing

- Graduated May 2018
- Staff writer & copy editor, Barry Buccaneer

ENTREPRENEURSHIP

FEB 2021 - CURRENT

As a co-founder and lead copywriter and web designer of [Meridian Creative Studio](http://MeridianCreativeStudio.com), I help small business owners develop their unique narratives and marketing strategies into compelling and effective digital experiences for their businesses.

PUBLICATIONS

- *Just Begin Magazine*
<https://www.justbeginmag.com/magazine>
- *Society 19 Magazine*
society19.com/author/racheltellez/
- *Miami Girl Magazine*
<http://miamigirlmag.org/ani-mercedes/>
- *Barry Buccaneer* - print

WORK EXPERIENCE

CONTENT SPECIALIST | THE MARKETING STORE (HAVI)

DALLAS, TX (remote) | DEC 2022- current

- Help internal teams organize content and plan for large-scale program executions for McDonald's Happy Meal Power Ups
- Collaborate with copywriters, developers, and UX designers to determine content and copy for digital experiences
- Manage weekly updates to copy decks and drive internal reviews with the Creative Team to collect/present feedback
- Refresh existing client copy for readability, brand alignment, and accessibility

CONTENT COORDINATOR | LAUNCH CONSULTING / MICROSOFT

DALLAS, TX (remote, contract) | OCT 2021 - NOV 2022

- Oversaw hundreds of Microsoft B2B/C marketing materials submitted by Product Marketing Managers, etc. to be thoroughly reviewed for QA & published to Seismic/MSX Content
- Fostered collaborative relationships with key stakeholders to support Microsoft content marketing/sales initiatives within MSX Content
- Developed internal & external training materials & documentation
- Tracked and reported key data to PMMS/stakeholders to identify content gaps, recurring content issues, formatting errors, etc.

WEB CONTENT SPECIALIST, HEAD OF DESIGN | DONEWEBS

DALLAS, TX | SEP 2020- AUG 2021

- Wrote full website copy for a variety of industry-specific clients to educate and resonate with their target audiences
- Optimized all written content for SEO and web accessibility
- Designed and wrote copy for social posts, emails, and paid Google and FB ads to support doneWebs' marketing initiatives
- Reviewed my peers' design/writing work and provided feedback
- Built 4-10 page custom, professional, and responsive websites for small businesses across the U.S.

BRAND CONTENT COORDINATOR | CHEAPCARIBBEAN.COM

ADDISON, TX | AUG 2018- JULY 2020

- Managed flow of all blog content and wrote social media posts for CC's official Facebook, Instagram, and Twitter profiles
- Collaborated with brand managers to ideate and develop blog posts, social media posts, email campaigns, and landing pages
- Assisted with the content migration to a new CMS by proofing all written content, optimizing photos for web accessibility, and ensuring page format adheres to brand guidelines
- Monitored content and photo update requests (via email inbox) to maintain accurate hotel/resort page information