

# Rachel A. Fieler

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## SUMMARY OF QUALIFICATIONS

- ◆ Highly organized and detail-oriented self-starter
- ◆ Skilled and eloquent writing, editing, and proofreading
- ◆ Innovative eye for design and talent for replicating distinctive artistic styles
- ◆ Proficient in conducting comprehensive research on complex and varied topics
- ◆ Amiable team player proficient in mediating difficult situations and navigating different personalities
- ◆ Adept at working under pressure, problem-solving, and identifying and implementing creative solutions

## EXPERIENCE

Lumiere Healing Centers

07/2018 – Present

*Marketing Copywriter and Social Media Manager*

- ◆ In-house written/visual content creation and strategizing
- ◆ Management of WordPress blog for the parent company and its subsidiaries
- ◆ Copywriting responsibilities including but not limited to blogs, site pages, and press releases
- ◆ Management of Facebook, Twitter, Instagram, and LinkedIn accounts for the parent company and its subsidiaries
- ◆ Social media responsibilities including but not limited to posting and sharing original content, image editing, graphic design, content curation, and event creation
- ◆ Assistance with graphic design and backend SEO as needed

The Treatment Center

11/2017 – 06/2018

*SEO Copywriter*

*Filed for Bankruptcy*

- ◆ In-house SEO content creation and strategizing
- ◆ Thorough SEO keyword research and analysis
- ◆ Management of WordPress blog for the parent company and its subsidiaries
- ◆ Copywriting responsibilities including but not limited to blogs, site pages, newsletters, video summaries, and social media
- ◆ Assistance with graphic design, social media, and video projects

Dsquared Media

06/2017 – 09/2017

*Content Specialist*

*Temporary Position*

- ◆ Client and in-house SEO strategizing
- ◆ Client communications including phone calls, emails, and scheduling
- ◆ Copywriting, editing, image research, and maintenance for client websites and business blogs
- ◆ Thorough blog topic research for various client industries including senior home care services, addiction treatment centers, floor renovation services, and more

Michaels Arts & Crafts Store

01/2017 – 01/2018

*Part-Time Replenishment & Sales Associate*

- ◆ Cashiering and customer service
- ◆ Product handling and unpacking in receiving area during weekly deliveries
- ◆ Stocking, recovering, replenishing, and arranging products on the sales floor

Green Group Studio

08/2015 – 11/2016

*Copywriting Intern*

- ◆ General office management and maintenance
- ◆ As-needed assistance for team members' graphic design, writing and video projects
- ◆ Copywriting, editing, image research and maintenance for client websites and business blogs
- ◆ Illustrative graphic design, infographic design, and website icon design for medical practices, equestrian dressage, client newsletters, and more
- ◆ Client communications including phone calls, emails, and scheduling
- ◆ Detailed research for various client industries including home security and power services, professional cleaning services, vehicle towing services, and more

Daszkal Bolton LLP

06/2008 – 08/2008

*Administrative Assistant / Clerical Assistant*

06/2007 – 08/2007

- ◆ General services for the Marketing and HR departments
- ◆ Inbound and outbound mail coordination, data entry, and billing
- ◆ Reception duties, client greeter, escorting clients to various offices
- ◆ File room management and organization, tax return and financial statement processing
- ◆ Meeting coordination and setup including lunch & learn seminars, client conferences, and more

*Summer Job*

## **EDUCATION**

Florida State University

*Bachelor of Arts in Studio Art, 2015*

Concentration in Time-Based Media

Focus on Animation, Design and Creative Writing

Florida Atlantic University

Women's Studies and Anthropology courses

Ringling College of Art & Design

Digital Photography I

Figure Drawing

Photoshop

## **SKILLS**

Accomplished in writing, graphic design, illustration, digital art and fine art

Highly adept in all Microsoft applications, including Word, PowerPoint, and Excel

Proficient in Adobe applications, including Photoshop, Illustrator, InDesign and Bridge

Experienced in 3D modelling and animation programs such as Rhino, SketchUp, Maya and Unity

## **AWARDS & RECOGNITION**

National Society of Collegiate Scholars

2012

FSU President's Award

2011 – 2013

Golden Key Honor Society

2011

National AP Scholar

2010