

Rachel Roberts

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Profile

PR and marketing professional who is self-motivated, reliable, and dedicated. Gained excellent communication and conflict resolution skills through work experiences. Established public relations and marketing skills by working with clients to develop and execute public relations campaigns.

Public Relations and Marketing

Borracha LLC, San Luis Obispo, CA

Granada Bistro, San Luis Obispo, CA

Public Relations Manager

[March 2009 – August 2010]

- Development and execution of social media and online product marketing strategies; from online analytics and reporting to managing day-to-day social media communication
- Use out-of-the-box approaches to introduce innovative business relationships and structures to yield best value for the company
- Draft and distribute press releases to print, broadcast and online media
- Manage production of marketing and communication materials; including banners, mailers
- Create and maintain social engagement on Facebook with over 1400 friends, Twitter with over 300 followers, and a blogs updated approximately three times per week
- Maintain email communications with current and potential customers
- Oversee website development and growth

Central Coast PRspectives, San Luis Obispo, CA

Website Developer

[March 2010 – June 2010]

- Develop new website with CMS tools such as Drupal, Wordpress
- Design and build fun, dynamic and engaging visual interfaces
- Apply strong knowledge of Dreamweaver, Photoshop
- Conduct research in effective web design and communication methods

Manager

[September 2009 – June 2010]

- Coordinate CCPR's office functions, exercising superb attention to detail
- Assist faculty advisor in developing agenda for weekly staff meeting
- Speak with current and prospective clients about CCPR's services and client contracts
- Work with CCPR staff to provide hands-on creative assistance with client projects
- Maintain the project status board to insure all staff know of developments with client projects
- Help resolve conflicts that arise in regard to client agreements, projects and scheduling

Account Manager

[March 2009 – June 2009]

- Conduct consultations with clients to determine the most appropriate action plans
- Communicate effectively with clients and team members to develop the campaigns
- Implement public relations campaigns over 10-week term
- Prepare weekly client progress reports to present at staff meetings
- Evaluate the successes of each campaign with measurable objectives
- Prepare a final presentation for each client to present to CCPR staff, manager and clients

CPTV

News Editorial Writing Internship

[January 2010 – March 2010]

- Develop an ability to apply theories in the use and presentation of video and audio
- Apply capacity to think critically, creatively and independently
- Refine ability to write correctly and clearly in forms and styles relevant to audiences
- Gather news stories, and write and record readers for CPTV Friday airing newscast

Alpha Omicron Pi, Chi Psi chapter

Vice President of Communications

[September 2008 – January 2010]

- Manage all public relations and communications for the chapter
- Develop and implement new strategies and tactics to more effectively communicate with parents, alumni and the community
- Manage a three-month-long campaign for annual philanthropic event

Access Electric Supply, Emeryville, CA

Executive Assistant

[July 2006 – August 2008]

- Follow up with customer accounts whom hold past due balances
- Sent invoices to customers
- Prepare mailings to current and potential customers
- Update contacts in customer database

Education

California Polytechnic State University; San Luis Obispo, CA

Bachelor of Science: Journalism, cum laude, June 2010

Concentration: Public Relations

Minor: Anthropology-Geography

Skills

- **Social networking and marketing:** Twitter, Facebook, Blogger, LinkedIn, Tumblr
- **Website design:** Dreamweaver, WordPress, HTML, Content Management Systems, CSS
- **Video editing and production:** Final Cut Pro, iMovie, some Flash
- **Multimedia and audio slideshow:** Soundslides, Adobe Photoshop
- **Podcasting:** Final Cut Pro, Garage Band
- **Technical:** Microsoft Office, Pages, Keynote, Adobe InDesign
- **Completed courses in:** Contemporary Advertising, Public Relations Writing and Campaigns
- **Spanish:** confident in intermediate reading, writing and speaking

