

Rachel Roberts

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Profile

PR and marketing professional who is self-motivated, reliable, and dedicated. Gained excellent people skills and conflict resolution skills through work experiences. Developed public relations and marketing skills by working with several clients to build and implement public relations campaigns.

Public Relations and Marketing

Borracha LLC, San Luis Obispo, CA

Granada Bistro, San Luis Obispo, CA

Public Relations Manager

[March 2009 – Present]

- Creating, mapping out and executing social media strategies, from documenting requirements to managing day-to-day social media communication
- Using out-of-the-box approaches to introduce innovative business relationships and structures to yield best value for the company
- Creating and pitching story ideas to print, broadcast and online media
- Drafting and distributing press releases
- Managing creation of marketing/communication materials
- Creating and maintaining social media presence on Facebook with over 1000 friends, Twitter with over 300 followers, and a blog updated approximately three times per week

Central Coast PRspectives, San Luis Obispo, CA

Website Developer

[March 2010 – June 2010]

- Develop websites with CMS tools such as Drupal, Wordpress
- Design and building fun, dynamic and engaging visual interfaces
- Apply strong knowledge of Dreamweaver, Photoshop
- Conduct research in effective web design and methods of communicating with target audiences

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
- Assist faculty advisor in scheduling office hours for CCPR staff
- Maintain the file system; computer-based, server-based and hard copy
- Manage CCPR post mail, email, and voicemail
- 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 client consultations to determine most appropriate action plans
- Work with teams to develop action plans
- Implement public relations campaigns over 10-week term
- Prepare weekly client progress reports to present at staff meetings
- Communicate effectively with client and team members
- Evaluate the successes of each campaign with measurable objectives
- Prepare a final presentation for each client and present to CCPR staff, manager and clients

CPTV

News Editorial Writing Internship

[January 2010 – March 2010]

- Developed understanding of concepts and an ability to apply theories in the use and presentation of video, audio, and information
- Applied capacity to think critically, creatively and independently
- Refined ability to write correctly and clearly in forms and styles relevant to communications' professions and audiences
- Gathered news stories, wrote and recorded readers for CPTV Friday airing newscast

Alpha Omicron Pi, Chi Psi chapter

Vice President of Communications

[September 2008 – January 2010]

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

Access Electric Supply, Emeryville, CA

Executive Assistant

[July 2006 – August 2008]

- Followed up with customer accounts whom hold past due balances
- Sent invoices to customers
- Prepared mailings to current and potential customers
- Updated 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

- **Podcasting:** Final Cut Pro, Garage Band
- **Video editing and production:** Final Cut Pro, iMovie, some Flash
- **Multimedia audio slideshow:** Soundslides, Adobe Photoshop
- **Social networking/marketing:** Twitter, Facebook, blogging, LinkedIn
- **Website design:** Dreamweaver, WordPress, HTML, Content Management Systems, CSS
- **Other:** Microsoft Word, PowerPoint, Excel, Pages, Keynote, Adobe InDesign
- **Completed courses in:** Contemporary Advertising, Public Relations Writing, Public Relations Campaigns

