

RACHEL S. BOBBITT

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Core Qualifications

Graphic Design • Expert in Adobe Creative and Google Suite • Videography • Photography
Multi-tasking • Time Management • Strong Organizational Skills • Excellent Communication Skills

Education

Communication Studies/ Bachelor of Science / Evangel University

August 2004- May 2007

Communications GPA of 3.7 and a minor in Social Sciences

Early Childhood Education/ Master of Education / SAGU

January 2010- April 2012

GPA of 3.9

Experience

Marketing Director: Listeners On Call

September 2020-Present

- Development of company branding, continuity, and marketing strategy
- Oversight of social media presence and messaging on FB, TW, IG, IN, Pinterest
- Production of video content for website, social media, sales and client material
- Design print and digital materials for presentations, sales, and post-sale engagement.
- Email campaign management and development for different audience groups: outreach, clients, Listeners, and members.
- Website and blog management. Including content development, editing, design, maintenance, etc.
- PR management, article submissions, appearance bookings with firm based in New York
- Talent management with spokesperson, Donald Driver
- Digital marketing management with Google Ads, Zapier, and social media channels.

Marketing Consultant: Bravo CC

December 2019-Present

- Manage all marketing strategies and implementing plans to include website design and maintenance
- Oversee social media presence and messaging
- Produce, film and edit video content for website, social media and client material
- Design work for marketing material, speaking engagement, mailers, and book publication.
- Client relations representative for bookings and marketing materials
- Client Database management
- Composing, designing and strategic planning of email marketing campaigns
- Editing for print material such as books, articles, and mailers.
- Complete redesign of website in 2020
- Digital marketing campaigns on Facebook and Pinterest

Marketing Consultant: Golden Oak Online Auctions

September 2019-June 2020, (continue as a freelance consultant on an as needed basis currently)

- Manage all marketing strategies and implementing plans to include website design and maintenance, auction catalog production, advertising, social media outlets, SQC publications, eblasts, brochures, etc.
- Design look and feel of the website and auction catalogs
- Oversee operations of each auction
- Client Database management
- Attend trade shows and industry events as envoy and customer service representative as needed.

Marketing Director: Daniel F. Kelleher Auctions

October 2018-June 2019

- Manage all marketing strategies and implementing plans to include website design and maintenance, auction catalog production, advertising, social media outlets, SQC publications, eblasts, brochures, etc.
- Implement a new plan for imaging and storage for use in all marketing venues and assist with imaging as needed.
- Oversee operations of each auction
- Client Database management
- Attend trade shows and industry events as envoy and customer service representative as needed.

Communications & Multimedia Specialist Northwest ISD

July 2012-September 2018

- Oversee all print publications and multimedia development. Including website maintenance and content creation.
- Strategic planning for public relations goals as well as media relations
- District level event coordination, planning and execution.
- District photographer, videographer, production management, story development.
- Assist with social media as needed. Handled all digital messaging for the various platforms

Communications Manager Southwestern Assemblies of God University

September 2009-July 2012

- Print collateral planning, development and design from conception to completion
- Strategic planning for university level marketing as well as departmental support.
- Photoshoot and video shoot production and coordination of collateral with will correspond with events.
- Management of in-house graphic artist and all marketing events.

Communications Coordinator Neighborhood Credit Union

May 2007-September 2009

- Website and print media management and design.
- Supervision of college marketing efforts, events and strategic planning.
- Photoshoot and video shoot production and coordination of collateral with will correspond with events.
- Office management assisting supervisor

Software Experience

- Design: Photoshop, Illustrator, InDesign, Audition, Premiere Pro, Final Cut Pro
- Office Management: Slack, Monday.com
- Microsoft Suite and Google Suite
- Website: WIX, Square Space, Wordpress
- Email Management: MailChimp and Contant Contact
- Social Media Management: Sprout Social, Hootsuite, Loomly