



Rachel K. Smith
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Experience

Present

eMarketing Counselor, Teleflora

- Maintain florists' eflorist sites.
- Consult florists on marketing practices, in store & online.
- Consult florists on best search engine optimization practices.
- Update websites & train florists on how to make updates themselves.
- Google Analytics and Webmaster Tools account set ups and stat reviews.
- Inform florists on social media presence and marketing for their shop.
- Reviewing referral, online traffic and online sales reports for florists' sites.
- Keeping up to date knowledge about online marketing and SEO practices.

Started July 2012

Ended Spring 2012

Assistant, OCU Student Employment,

- Maintained student records.
- Communicated & assisted students with work study needs or issues.
- Organized Student Employment events.
- Received & audited personnel records.
- Developed training opportunities.

Worked Fall 2011

Broadcast Intern, Ackerman McQueen,

- Filled duplication requests for clients & media outlets.
- Assisted in editing of commercials.
- Organized tapes into a filing system.
- Coordinated with editors & producers to help organize daily tasks.

Worked Summer 2011

Marketing Intern, Monscierge, Interactive Software,

- Collaborated in marketing & image meetings.
- Conducted research for clients.
- Created a mock design for potential client.

Started Fall 2008

Education

Oklahoma City University
Graduated May 2012

Bachelor of Arts in Mass Communications
Public Relations and Broadcast Track

Skills

AP Style	Microsoft Suite	SEO/Web Content	Adobe Suite CS5
Social Media	Final Cut Pro	HD Cameras	Video Production/Editing

Related Activities

- Studio 22 Programs; worked behind the scenes to produce shows
- Catch 22; hosted, produced, & edited content in student showcase show
- Blackwelder Group; worked on promotional videos for client
- Ethics and Excellence in Journalism Foundation; worked crew for show

& Coursework

- PR & Broadcast Writing
- Media Relations & Events Management
- Ad Writing, Design & Creative Strategy
- TV Studio Production / Corporate Video
- Strategic Planning / Campaign Development
- Graphic Design I & II