



 573.631.5548

 rawhitener@gmail.com

 St. Louis, MO

SKILLS

- Copywriting: blog posts, articles, newsletters, content, ad copy
- Social media content development
- Media relations/Communications
- Community building & engagement

TOOLS

- Jira, Sharepoint
- Asana, Notion, ClickUp
- Apollo.io, Hubspot
- Customer.io, Airtable
- Meltwater

EDUCATION

BACHELOR OF ARTS, 2007

Fontbonne University, St. Louis

Major: Communications

RACHEL WHITENER

P R O F E S S I O N A L
C O N T E N T C R E A T O R

EXPERIENCE

HEAD OF CONTENT & COMMUNICATIONS

CleanRobotics | November 2022 - Present

- Management of all outbound marketing content and copy, including social media, email newsletters, and blog.
- Copywriting for social media posts, case studies, white papers, articles, and landing pages.
- Support for organizational priorities, e.g. investor deck slides, sales collateral, grant and award applications.
- Press release creation, outreach and community management.

GUEST EXPERIENCE LEAD/OPERATIONS

Vacation With An Artist | Contracted May 2022 - Sept 2022

- Managed all guest-related inquiries, leads and bookings. Addressed guest concerns and barriers, and identified opportunities for converting leads to paid bookings.
- Managed guest experience from lead stage to completion. Gathered guest feedback and utilized UGC to support marketing and sales initiatives.
- Workshopped product updates and resolved operational inefficiencies. Measured and reported on guest experience metrics.

CONTENT DEVELOPER/COPYWRITER

Freelance | March 2020 - Present

- Provide social media management and copywriting in various capacities, including for solopreneur and enterprise clients.
- Create social media content including posts, graphics, audiograms, reels, and blog. Execute targeted marketing strategies aligned to specific channels and audience segments.
- Develop copy for Google ads, landing pages, and emails.
- Align copy development with SEO principles to optimize reach.