

# RACHAEL E. SMITH

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## Work Experience

### Freelance Copywriter; Boston, MA

November 2018 - Present

Responsible for creating and editing a range of digital marketing materials for client company, as well as designing and producing an email newsletter and other direct mail content to enhance customer relations.

### Lead Writer/Designer, Durian Apps; Boston, MA

August 2018 - Present

Manage writing and design responsibilities for indie mobile game developer Durian Apps. Responsible for writing app content, designing wireframe concepts for developers, and working with artists to turn concepts into completed works. Produce outlines for in-game events, dialog, instructions, and menu text.

### Marketing Copywriter, WorldAPP; Braintree, MA

2015 - 2018

Collaborated directly with VP of Marketing and global marketing team to produce content for the WorldAPP brand and products, Form.com and Key Survey. Primary contributor to company blog and social media. Responsible for: email copy, SEO web content, landing pages, one-pagers, video scripts, press releases, and various other sales enablement tools.

### Staffroom Consultant, UMass - Amherst

2013 - 2015

Supervised computer classrooms at W.E.B. Du Bois library and around campus by troubleshooting technical issues and responding to calls from classroom assistants. Managed employee schedules.

### Graphic Designer, Westford-Littleton Crew Club

Summer 2012

Designed promotional material and official t-shirt for local fundraiser hosted by WLCC. Worked closely with coordinator to perfect the final product and meet the organization's needs.

## Education

### University of Massachusetts - Amherst

2012 - 2015

Bachelor of Arts in English, with specializations in Professional Writing and Technical Communication (PWTC) and Creative Writing. Graduated *cum laude*. 3.7 GPA overall.

## Skills

### Software Knowledge

Experienced:

- Adobe Photoshop, Illustrator, InDesign
- Microsoft Word, Excel, PowerPoint
- HTML and CSS
- Windows and Mac OS

Proficient:

- Hubspot, Salesforce
- JavaScript, WordPress
- Google Analytics
- Final Cut Pro

### Creative Writing

Successfully completed National Novel Writing Month (NaNoWriMo) seven consecutive years, a contest in which participants are challenged to write a 50,000 word novel within the thirty days of November.

## Awards

### Dean's List Honors

2013 - 2015 Academic Years

### Technical Communication Scholarship

Spring 2015

### Steinbugler Prize

May 2013

Awarded for the "Best essay on any subject by a woman English major."