

RACHAEL E. SMITH

Work Experience

Copywriter, AllWays Health Partners; Somerville, MA

June 2019 - Present

Creating copy for digital and print materials that support brand and sales goals. HubSpot SME for Inbound marketing team. Projects include:

- **AllWays Insider Blog:** Write and edit blog posts to generate awareness and new business among local brokers. Gained 57 subscribers in 1st month; notification emails average 49% open rate, 14% click rate.
- **Fall 2019 Advertising Campaign:** Created copy for 9 landing pages in 5 days to support paid social posts associated with awareness ad campaign.
- **Various events:** Created registration forms, landing pages, email invitations, and workflows within HubSpot to support and promote broker events. Average across events: 66% view to registration rate; 52% registrants attended.
- **Member Newsletter:** Researched and wrote content for print newsletter to educate members and address topics that had generated over 11,000 customer service calls.

Freelance Copywriter, Boston, MA

November 2018 - June 2018

Created and edited digital marketing materials for client company, including email newsletter and other direct mail content focused on enhancing customer relations.

Writer/Designer, Durian Apps; Boston, MA

August 2018 - June 2019

Managed 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. Produced 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 promotional 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.

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:

- HubSpot
- Adobe Photoshop, Illustrator, InDesign
- Microsoft Word, Excel, PowerPoint
- HTML and CSS

Proficient:

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

Writing

Steinbugler Prize

May 2013

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

]National Novel Writing Month

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.