
Rachael Elizabeth Smith

Education

University of Massachusetts - Amherst (UMass - 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.

Work Experience

Junior Copywriter, WorldAPP; Braintree, MA

September 2015 - present

Work directly with the VP of Marketing and global marketing team to create and edit content for the WorldAPP brand and products, Form.com and Key Survey. Responsible for researching ideas and value points for upcoming marketing campaigns, as well as writing and editing: landing pages, one-pagers, email campaigns, blog posts, video scripts, press releases, and various other sales enablement tools.

Contractor, SimplexGrinnell; Westminister, MA

July 2015 - September 2015

Contract position for customer database update project. Responsible for researching information to enhance customer profiles.

Staffroom Consultant, UMass - Amherst

January 2014 - May 2015

Supervised computer classrooms at W.E.B. Du Bois library and around campus by monitoring technical issues and responding to calls from classroom assistants. Ensured that employees were checked in and on time, and found coverage for unassigned shifts.

Computer Classroom Assistant, UMass - Amherst

September 2013 - January 2014

Assisted students and professors with technical issues and concerns in campus computer labs. Maintained classroom appearance and kept managers informed on room usage.

Graphic Designer, Westford-Littleton Crew Club, MA

May - June 2012

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

Skills

Software Knowledge

Expertise in Adobe Photoshop, Microsoft Word, Excel, PowerPoint and in operating both Windows and Mac OS. Proficient in HTML, CSS, JavaScript, Adobe Dreamweaver, InDesign, FrameMaker, Illustrator, Robohelp, Flash, and Final Cut Pro.

National Novel Writing Month

November 2008, 09, 10, 11, 12, 13, 14

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.

Spanish Language

Intermediate reading and writing ability; some conversational comprehension.

Awards

Dean's List Honors

2013 - 2015 Academic Years

PWTC Scholarship

Spring 2015

Professional Writing and Technical Communication scholarship awarded for assisting in the management of the PWTC computer lab, including software installation and lab maintenance.

Steinbugler Prize

May 2013

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