



Rachel Hojnacki

www.rachelhojnacki.com

Education *University of Florida* August 2012-May 2014 Gainesville, FL
Master of Arts and Mass Communication, Public Relations

The Ohio State University September 2006-June 2010 Columbus, OH
Bachelor of Arts, Strategic Communications

The Umbra Institute Fall 2008 Perugia, Italy
Study Abroad Program

Professional Experience

Kwikturn Media

September 2014-present Ocala, FL

Social Media Analyst

- Managed 13 client social media accounts with two others
- Drafted website copy, content calendars and blog articles

Sportody.com

May-September 2014 Gainesville, FL

Communications Director

- Managed the Communications team
- Developed a communications plan
- Created a social media content calendar, informational PDFs, e-mail copy, and other materials

Greenberg Communications

October 2012-January 2013 Gainesville, FL

Associate/Intern

- Worked directly with the client, Kara's HoPE, promoting their fundraiser
- Created press release

United Way

August-December 2013 Gainesville, FL

Communications and Marketing Intern

- Assisted in planning and implementing four outdoor events promoting United Way of North Central Florida and the city of Gainesville
- Prepared a bi-weekly newsletter
- Managed Social Media sites

NASA Kennedy Space Center

June-August 2013 Space Center, FL

Student trainee, Public Affairs

- Communicated the benefits of the United States space program to the public through news and information provided to news media
- Prepared internal communications and fact sheets
- Escorted media to press events

Skills

Proficient in Microsoft Office, Adobe Illustrator and Photoshop
Experience with Cision, HootSuite, Constant Contact and MailChimp
Basic understanding of HTML and CSS

Activities

Leader of the Month: July 2013 Launching Leaders NASA KSC

- Organized meetings and volunteer opportunities for members

Public Relations Coordinator Alpha Gamma Delta Ohio State

Online portfolio: <http://www.rachelhojnacki.com>