

# Rachel Spencer

rjspencer4@att.net - (864) 525-6960 - [linkedin.com/in/racheljeanspencer](https://www.linkedin.com/in/racheljeanspencer)

---

Strategic public relations and communications professional with valuable experience in media relations and a passion for research.

## WORK EXPERIENCE

---

### Walker Sands

June 2022 – July 2023

*Media Relations Specialist*

*Chicago, IL*

- Managed and drove media performance across five accounts, resulting in all clients renewing contracts.
- Secured over 100 media placements in publications including Forbes, Fortune, Inc., and TechTarget.
- Identified and cultivated relationships with key tech reporters in trade, national and local outlets.
- Drafted articles, press releases and award nominations along with comprehensive brand and product messaging according to AP Style.
- Researched and compiled media lists for national, local and trade media across the enterprise technology, fintech, franchising and professional services industries.

### The Alliance for Innovation and Infrastructure (Aii) Non-profit

June 2021 - June 2022

*Communications and Public Relations Associate*

*Arlington, VA (Remote)*

- Performed extensive research in the infrastructure industry to write informational and compelling copy.
- Efficiently met deadlines for social media content creation and managed the seasonal content calendar.
- Recruited over 20 participants to measure public policy insight for promotional video content.
- Increased traffic to the organization's various social media platforms by 11%.
- Drafted press releases and facts sheets for the organization's educational campaigns.

### HerCampus University of South Carolina

Sep 2018 – May 2019

*Events and Tabling Promoter*

*Columbia, SC*

- Successfully helped coordinate the HerCampus In Her Shoes 2019 Conference, a networking event of 18 panelists across 6 different professional panels.
- Managed event prep and setup for the HerCampus In Her Shoes 2019 Conference to ensure an optimal experience for attendees and panelists.
- Secured donations from local businesses to be entered in a giveaway of over 120 attendees.
- Marketed and distributed products from major skincare and cosmetic brands to over 150 students weekly.

## EDUCATION

---

### University of South Carolina

**Graduation: May 2022**

*Bachelor of Arts, Journalism and Mass Communications and Women and Gender Studies Minor*

*Columbia, SC*

- GPA: 3.67/4.0
- Member of Phi Mu Fraternity, Public Relations Student Society of America & HerCampus UofSC

## CERTIFICATIONS AND SKILLS

---

- Skills: Canva, Google Workspace, Microsoft Office, Strategic Planning, Strategic Partnerships
- Certifications: Hootsuite Platform and Social Marketing, Muck Rack Fundamentals of Media Relations, GoogleAnalytics, HubSpot Social Media