

## summary

Before they'll even listen to your marketing pitch, customers expect you to give them something of value. That "something" is insanely good content, and that's where I come in. I can help you generate quality leads and build a wildly loyal tribe by (1) creating targeted content marketing strategies, (2) writing and publishing content people love, (3) amplifying that content through social media, email, and other inbound marketing channels, and (4) measuring and analyzing results for continuous improvement.

What people say about me:

- "Rachel delivered by crafting a multi-faceted online content marketing strategy that drove traffic and conversion, producing the ROI result we were looking for." - Gary W., CEO
  - "We have much better engagement with our fans and followers, which increased our likes and interaction rates." - Brian P., marketing manager
  - "The result is increased website traffic, new lead generation from gated assets on blog, and better educated/qualified leads." - Lauren S., marketing manager
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## skills

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|------------------------------|--------------------------|-----------------------|
| ▪ Content Marketing Strategy | ▪ Social Media Marketing | ▪ Campaign Creation   |
| ▪ Content Optimization       | ▪ Website Copywriting    | ▪ Creative Concepting |
| ▪ Blog Writing               | ▪ Lead Generation        | ▪ Visual Content      |
| ▪ Email Marketing            | ▪ Influencer Marketing   | ▪ Team Management     |
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## professional experience

RESONANCE CONTENT MARKETING

2010 to present

### **Content Marketing Consultant**

Help clients generate leads and stay top-of-mind with ideal customers through targeted content marketing strategies, flawless execution, and insightful analysis of results. Key successes include

- Added 5 figures to a client's revenue in less than 4 weeks
- Drove registrations to sell out an event 3 years in a row
- Attracted more than 2,800 clicks from Facebook campaign for demo at 2017 Offshore Technology Conference

RELIANT ENERGY/NRG

2007 to 2010

### **Senior Online Copywriter**

Led the Online Writing Team responsible for all content on 600+ page corporate website that achieved 90% user satisfaction.

- Made content strategy recommendations directly to Director of Online Marketing
- Created style guide for use by all internal and external creative teams
- Executed multiple rebranding initiatives
- Managed creative for online advertising and landing pages
- Managed copy, design, and layout for monthly e-newsletter delivered to over 10,000 recipients

rachel parker

content marketing magic-maker

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## professional experience (continued)

THE ADCETERA GROUP 2002 to 2007  
**Lead Marketing Copywriter**

Wrote and managed copy at one of Houston's largest advertising agencies for websites, ad campaigns, brochures, annual reports, press releases, and brand guides. Clients included AIG, Sysco Foodservice, Hewlett-Packard, and Houston Methodist.

CARDINAL HEALTH 2001 to 2002  
**Marketing Copywriter**

Researched and wrote content for company website and intranet, brochures, white papers, presentations, and articles for industry publications.

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## certifications

- HubSpot Inbound Marketing Certification
  - HubSpot Content Marketing Certification
  - HubSpot Email Marketing Certification
  - MarketingProfs Lead Generation Certification (in progress)
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## volunteer experience

- Track Moderator, Content Marketing World, Cleveland, Ohio, 2017
  - Social Media Chair, American Marketing Association Houston Chapter, 2014 – 2015
  - Technology Director, NAWBO Houston, 2011 – 2012
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## education

Master of International Affairs, Columbia University

Bachelor of Arts in German/Political Science, Loyola University New Orleans

*Technical Summary:*

- Proficient in Documentum and SharePoint content management systems and all major social media platforms (Facebook, Twitter, LinkedIn, Instagram, YouTube, SlideShare, Snapchat)
  - Experienced in HTML, Photoshop Express and Canva for visuals, GarageBand for podcast editing, and iMovie for video editing
  - Basic knowledge of Google AdWords and Google Analytics
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## interests

When I'm not running after our three dogs, you'll find me practicing my guitar (still a beginner, although I do play a mean "Yankee Doodle"), boxing at the gym, or curled up watching reruns of *South Park* or *iZombie* ... preferably with a ginormous bowl of Blue Bell ice cream.