

Contact

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Top Skills

Web Content Creation

Online Content Creation

Web Content Writing

Honors-Awards

First place, Profile Feature:
"Holocaust survivor brings horrors of war to life"

Second place, Faith and Religion Reporting: "Becoming 'more than a conqueror'"

First Place, Multimedia Project: "A diamond in the ocean"

Second place, Profile Feature:
"Finding her tree of life"

Third place, Religion and Faith Reporting: "Giving hoodies with heart"

Rachel Robles

Writer, Editor, Freelancer, Coffee Maven
Clyde, North Carolina, United States

Summary

I am passionate about what I do. This industry gives me the creative freedom I crave while allowing me to clean up messy copy so that it shines. I love interviewing people, getting to know them and their story, and being able to write about it in a way that lets me lovingly shares it with the world. I am good at what I do, and I would be asset to any company with my sunny disposition and strong work ethic.

Experience

Florida Gulf Coast University

Freelance Writer

December 2023 - Present (8 months)

- Write and edit high-quality content under deadline pressure with exciting, captivating, and authentic approach.
- Utilize exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Organized material to research and complete writing tasks.
- Completed thorough research into assigned topics.
- Conduct interviews with subject matter experts to generate topics.
- Interview individuals by phone, video chat and in-person to write news stories.

Lake Junaluska Gifts and Grounds

Barista

June 2023 - Present (1 year 2 months)

Lake Junaluska, North Carolina, United States

Haywood County Schools

Title I Teacher

February 2024 - June 2024 (5 months)

Waynesville, North Carolina, United States

PwC

Ethics and Compliance Copy Editor Contractor

January 2022 - June 2022 (6 months)

- Developed and maintained database of high-quality boilerplate copy, enabling faster turnaround for time-sensitive projects.
- Collaborated with editors and page designers to create polished, attractive product.
- Recommended copy edits based on knowledge of target audience and internal and external style guides.
- Proofread, edited and evaluated final copy to verify content aligned with established guidelines.

Disclaimer: I was not an employee with PwC; rather, I was a third-party contractor through the staffing agency Randstad USA.

The Mountaineer Publishing Co. Ltd.
Content Curator and Copy Editor
August 2021 - December 2021 (5 months)
Waynesville, North Carolina, United States

- Managed content distribution to online channels and social media platforms.
- Maintained content marketing calendar to schedule creation and delivery deadlines.
- Directed content of website by gathering information and integrating data from other departments.
- Approved, reviewed and edited content flowing to website.
- Organized and attended meetings to discuss project status and brief new projects.

The Mountaineer Publishing Co. Ltd.
Content Creator, Writer and Editor
January 2019 - August 2019 (8 months)

- Curated and wrote weekly email newsletter PressPlay geared toward families and young professionals.
- Implemented strategies and tactics to grow followers on social media channels.
- Posted and promoted articles on social media platforms to engage target audience.
- Devised attention-grabbing headlines and summaries to increase clicks and engagement.
- Prepared, rewrote and edited pieces to improve readability and impact.
- Adhered to Associated Press and internal style guidelines.
- Generated stories to reflect current trends and news to pull audience into website.

DC Metro Theater Arts

Copy Editor

March 2018 - August 2018 (6 months)

- Reviewed and edited content for correct grammar and style.
- Created headlines, subheads and photo captions.
- Recommended copy edits based on knowledge of target audience and internal and external style guides.
- Collaborated with editors and page designers to create polished, attractive product.
- Proofread, edited and evaluated final copy to verify content aligned with established guidelines.

The Mountaineer Publishing Co. Ltd.

Lifestyles Editor

January 2014 - December 2017 (4 years)

Waynesville, North Carolina, United States

- Determined readiness of written pieces, made changes and approved final versions for publication.
- Devised attention-grabbing headlines and summaries to increase clicks and engagement.
- Set layouts and selected photos for stories to boost readership.
- Collaborated with writers and graphic designers to develop content schedules and plan workflows.
- Adhered to Associated Press and internal style guidelines, educating staff on standards.
- Posted and promoted articles on social media platforms to engage target audience.
- Managed team of writers and junior editors to deliver accurate and engaging content.
- Guided and motivated staff to achieve demanding targets under tight deadlines.
- Assigned stories, led content development meetings and reviewed completed stories to guide execution of concepts and tone.
- Reviewed articles for grammar, spelling, punctuation, syntax, accuracy and compliance with quality standards.
- Supported publication by helping develop layouts and collaborating with production teams.
- Collaborated with graphics department to develop and implement visual elements.
- Led and managed multiple projects from conceptual stage through to launch.

Media General

Copy Editor

August 2013 - December 2013 (5 months)

Hickory, North Carolina, United States

- Reviewed and edited content for correct grammar and style.
- Suggested headlines, subheads and photo captions for local and national news stories.
- Recommended copy edits based on knowledge of target audience and internal and external style guides.
- Proofread, edited and evaluated final copy to verify content aligned with established guidelines.

Soomo Learning

1 year 7 months

Copy Editor

August 2012 - November 2013 (1 year 4 months)

- Reviewed and edited content for correct grammar and style.
- Recommended copy edits based on knowledge of target audience and internal and external style guides.
- Proofread, edited and evaluated final copy to verify content aligned with established guidelines.
- Provided concise and constructive editorial feedback to writers to improve article and story writing.

Copy Editor

May 2012 - August 2012 (4 months)

Asheville, North Carolina, United States

- Reviewed and edited content for correct grammar and style.
- Recommended copy edits based on knowledge of target audience and internal and external style guides.
- Proofread, edited and evaluated final copy to verify content aligned with established guidelines.
- Provided concise and constructive editorial feedback to writers to improve article and story writing

Education

Western Carolina University

Master of Arts - MA, English Language and Literature/Letters · (August 2009 - May 2011)

Converse University

Bachelor of Arts - BA, English Language and Literature/Letters · (August 2005 - May 2009)

Converse University

Bachelor of Arts - BA, English Language and Literature/Letters · (August 2005 - May 2009)