

Rachael Madore

EDUCATION

McGill University – Desautels Faculty of Management, Montreal, Canada Fall 2017 – Spring 2021
Bachelor of Commerce (with Distinction), Concentration in Strategic Management and Minor in Environment, CGPA: 3.71/4.00

- Research paper on conservation published in McGill Journal of African Studies and National Integrative Research Conference

WORK EXPERIENCE

Dr. Tanya Williams Fertility Centre, Toronto, Canada Spring 2022 – Present
Content Writer

- Conduct academic research and interviews to write and edit monthly fertility blog targeting non-medical audience
- Develop multiple social media posts per week, including research, graphic design, and writing, on contemporary fertility topics
- Leverage keyword research and SEO best practices to optimize website, blog, and social media for better traffic and sales results

Casai, Mexico City, Mexico Spring 2022
Ghostwriter

- Researched, wrote, and edited SEO thought leadership articles on CEO's behalf to be published in major business magazine
- Integrated editor feedback efficiently to revise 1,000-word articles under 24-hour deadlines
- Pitched originally researched articles on business and technology trends to help Casai achieve brand positioning goals

The Village, Montreal, Canada Fall 2021 – Spring 2022
Strategy & Operations Lead

- Curated regular newsletter with ~70% open rate, using emotive tone to engage stakeholders in organizational progress
- Leveraged brand storytelling to develop training guide, investor pitch deck, and grant proposals to persuade diverse audiences

My Media Creative, Montreal, Canada Fall 2020 – Fall 2021
Program Officer

- Managed client social media campaign, coordinating and copywriting for 30+ posts to grow engaged audience of 10K+ in a month
- Copywrote and edited various projects, including political exposé web app and launch website for national accessibility project

Emzingo|U, Johannesburg, South Africa Summer 2020
Social Impact Consultant

- Designed organizational re-brand including brand book, social media content, and final pitch to support brand growth
- Conducted market and user research to synthesize insights into final report for client's expansion

McGill University, Montreal, Canada Fall 2019
Research Fellow

- Drafted interview/focus group questions and questionnaire to be administered in professor's research project
- Conducted literature review of ~200 works using EndNote to develop integrated model of sustainable product disposal

LEADERSHIP AND EXTRACURRICULAR

Independent Documentary, Paris, France Spring 2020 – Present
Producer/ Writer/ Director

- Conducted 15 interviews, employing journalistic techniques to develop a story on the experience of queer women in Paris
- Planned and organized film shoots while coordinating with co-director to ensure alignment with project vision and scope

McGill Social Business Network, Montreal, Canada Fall 2018 – Spring 2019
VP Communications

- Curated social media content, website, and listservs to engage McGill students in social business events and build brand
- Led team of 3 Project Coordinators, fostering teamwork, communication, and exceptional work completed within deadlines

SKILLS

Writing: SEO, Semrush, proficient French, articles & blogs, web copy, social media copy, newsletters, marketing collateral