

Rachel Sandell

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MFA: Creative Writing | BA: English

<https://rachelsandell.journoportfolio.com/>

Summary: Versatile copywriter and editor with 8+ years of experience shaping compelling narratives across digital, editorial, and technical formats. Brings a track record of leading newsletter and translating complex topics into engaging content that resonates across channels.

Marketing Specialist | ENGIE Impact | August 2025 to April 2026

- Owned and managed the content calendar for the marketing team and led weekly content meetings. Managed the yearly research report project. Managed an internal email newsletter and curated the distribution list. Developed an internal initiative that elevated SME voices and assisted with the internal brand ambassador program.
- Worked on a company campaign that strengthened brand narrative. Developed an editorial style guide to ensure grammar, style, and tone consistency. Ensured consistent branding and tone.
- Wrote, edited, and proofread online content, including newsletters, articles, blogs, eBooks, reports, social media posts, email copy, ad copy, and webpages.

Communications Consultant | Akoya | April 2024 to March 2025

- Copyedited government materials for the U.S. Department of Energy, including technical and White House reports, webpage updates, social media copy, press releases, transcripts, blog articles, and emails.
- Worked as the lead copywriter for the Office of Energy Efficiency and Renewable Energy's newsletter, translating complex clean energy topics into clear and engaging messaging. Led the newsletter through a revamp in 2024.
- Assisted in briefing book management for the Building Technologies Office's director and deputy director.
- Supported the company's business development tasks, including proofreading policy manuals, developing style guides, and creating outreach strategy matrices.

Freelance Writer/Editor | Self-Employed | September 2017 to present

- Worked as a copywriter and editor for a wide variety of clients and materials, from scientific journal articles, business transcripts, and K-12 textbooks to short stories, children's books, and entertainment articles.
- Grew from managing editor intern to manager editor and writer for The Daily Fandom. Managed a large group of freelance writers and developed a weekly pitch list.

Editorial Intern | JHUP | September 2018 to September 2019

- Copyedited issues of Perspectives in Biology and Medicine under the supervision of the managing editor.