

Rachel Giordano

Communication Specialist

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[LinkedIn](#) • Pensacola, FL 32514

Creative and performance-driven professional with several years of experience crafting captivating and compelling written content across various platforms.

Known for maintaining brand consistency, optimizing engagement, and spearheading multiple projects. Proven success in producing high-quality content to resonate with target audiences and capture readers' attention. Excel at generating innovative ideas, developing copy roadmaps for multiple marketing channels, and conducting research to write blogs/articles. Strong expertise in overseeing and collaborating with cross-functional teams to meet client expectations and achieve company goals. Adept at staying current with industry trends and best practices to deliver impactful content. Skilled in adapting tone and APA writing style to suit diverse brands. Possess in-depth understanding of Canva.

Areas of Expertise

- Copywriting & Editing
- Content Development
- Audience Engagement
- Problem Resolution
- Social Media Management
- Marketing & Branding
- Research & Storytelling
- Project Management
- Teamwork & Support
- Communications Management
- Strategic Planning & Execution
- Cross-Functional Collaboration

Professional Experience

[Pangolia \(Remote\)](#)

2021 — 2024

Freelance Content Writer

Generate unique and captivating materials for websites, blogs, and social media channels. Revise and edit content while verifying precision and compliance with brand standards. Craft compelling and informative content by performing in-depth research on multiple topics.

- Led and delivered numerous projects within timelines while upholding exemplary quality standards.
- Nurtured growth on newly acquired social media platforms by driving increased traffic through creation of innovative rewritten articles.

[JAN-PRO, FL](#)

2020 — 2023

Social Media Specialist | Intern

Created and implemented social media strategies as per marketing objectives of company. Conducted research on target audiences, evaluated industry trends, and identified growth opportunities. Developed high-quality, engaging content for social media platforms, including text posts, images, videos, and other multimedia formats.

- Successfully augmented number of franchise owners by 50% in 2021 through strategic content marketing.
- Ensured brand consistency and alignment with marketing goals by coordinating with cross-functional teams.
- Spearheaded and sustained robust social media presence for various clients across different platforms, encompassing Facebook and Instagram.

Formulated insightful and appealing articles for The Corsair by performing thorough interviews. Ensured quality and accuracy of content by meticulously editing and proofreading articles for grammar, punctuation, spelling, and clarity. Collaborated with writers and other team members to optimize quality and effectiveness of content.

- Enhanced skills and writing techniques by offering constructive and supportive feedback to writers.
- Attracted and retained wider readership by initiating exclusive monthly column regarding diverse topics.
- Provided guidance to writers, empowering staff to improve articles and bolster confidence in writing abilities.

Additional Experience: Professional Musician

Education & Credentials

Bachelor of Arts in Communications with minor in Marketing | University of West Florida, Florida (2019 - 2021)

SEO Fundamentals (2023 - 2024)

Professional Development

Self-Published Author (2010 - Present)

Speech Writer for the President of Columbia Southern University

Tiny Acres NWFL, Inc. (2022 - Present)

Volunteered and sponsored equines undergoing rehabilitation from neglect and abuse.

Publications

Universe of Chance (11/22/2015)

Be Still My Mind (7/22/2014)

Behind Closed Doors (3/28/2013)

The Unnerving (10/25/2013)