
Racquel C. Fullman

Content Strategist | Brand Storyteller | Editorial Leader

Chicago, IL

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PROFESSIONAL PROFILE

Storytelling is at the heart of everything I do. I help organizations transform complex ideas into authentic, audience-centered content that informs, inspires, and builds trust. With five years of experience leading editorial strategy for a mission-driven nonprofit—combined with a decade of independent writing and journalism experience—I specialize in developing content that strengthens brands, elevates community voices, and creates meaningful connections.

My experience spans editorial planning, content strategy, email marketing, brand messaging, thought leadership, long-form storytelling, and integrated communications. Whether developing a content calendar, producing an annual impact report, interviewing community members, or crafting executive messaging, I bring a journalist's curiosity, an editor's precision, and a strategist's mindset to every project.

CAREER HIGHLIGHTS

- 45+ monthly newsletters produced
- 35+ feature stories written
- 35+ blog articles published
- 35+ integrated email campaigns developed
- 3 organizational impact reports produced
- 2 organization-wide communications plans developed
- 30+ executive media interviews coordinated
- Communications reaching 7,500+ email subscribers
- 6 communications interns mentored and supervised
- Led communications for a 500-person fundraiser
- Built the organization's long-form editorial blog strategy
- 10 years of journalism, blogging, and freelance writing experience
- Organized 35+ member volunteer council

CORE COMPETENCIES

- Communications Strategy
- Editorial Planning
- Storytelling & Feature Writing
- Annual Reports
- Email Marketing & Newsletters
- Media Relations

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- Brand Messaging
 - Community Engagement
 - Cross-Functional Collaboration
 - Project Management
 - Donor Communications
 - Digital Content Strategy

EXPERIENCE

Women Employed, Chicago, IL - Communications Coordinator

2021 - PRESENT

- Lead integrated communications initiatives supporting advocacy, fundraising, public policy, and member engagement efforts for a statewide nonprofit organization.
- Develop and execute organization-wide communications strategies that strengthen visibility and ensure consistent messaging across digital, email, and media channels.
- Produce and manage editorial content, including 45+ monthly newsletters, 35+ email campaigns, 35+ feature stories, blogs, executive messaging, annual reports, website content, and campaign materials.
- Lead editorial planning and production for three annual impact reports, transforming organizational data and program outcomes into compelling, mission-driven narratives.
- Manage editorial calendars and content planning while collaborating with executives, policy experts, development staff, and program teams to deliver strategic communications.
- Interview donors, volunteers, staff, and community partners to develop authentic stories highlighting organizational impact.
- Coordinate more than 30 media interviews with regional and national media outlets, including WTTW, ABC 7 Chicago, NBC Chicago, FOX 32 Chicago, WBEZ, the *Chicago Tribune*, the *Chicago Sun-Times*, *The New York Times*, and *The Washington Post*.
- Produce executive communications, talking points, media materials, and press releases while maintaining high editorial standards and brand consistency.
- Lead a 30+ member volunteer Marketing Council, facilitating quarterly strategy sessions that shape organizational messaging, branding, and communications priorities.
- Supervise six communications interns and train new communications staff, providing editorial guidance and mentoring.
- Manage the organization's long-term blog strategy, expanding storytelling opportunities across departments and audiences.
- Partner with leadership to support the annual fundraising campaign through integrated communications and strategic storytelling.
- Oversee the organization's CAN TV partnership, increasing visibility through community-focused broadcast programming.

Self Employed, Chicago, IL - Freelance Journalist & Content Writer

2020 - 2023

- Wrote reported features, profiles, and editorial content for the *Chicago Defender* and *xoNecole*, with multiple stories generating significant reader engagement.
- Produced ghostwritten thought leadership articles, newsletters, website copy, and marketing materials for nonprofit and corporate clients.

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- Interviewed community leaders, entrepreneurs, and subject matter experts to produce engaging, audience-centered stories.

INDEPENDENT WRITING PROJECTS

Thoughts of an Imperfect Mom (*formerly With Love, Racquel*) - Founder & Writer

2016 - PRESENT

- Founded and maintained a personal storytelling platform exploring motherhood, identity, personal growth, and everyday life through long-form essays.
- Wrote and edited original editorial content while developing expertise in audience engagement, content strategy, and brand storytelling.
- Built and managed an independent content platform, gaining hands-on experience with blogging, email newsletters, website management, and content promotion.
- Currently relaunching the platform with a focus on long-form storytelling and community-building through organic audience growth.

EDUCATION

Clark Atlanta University, Atlanta, GA - B.A. Mass Media Arts: Radio, Television, and Film

2003 - 2007

TECHNICAL SKILLS

- Salesforce Marketing Cloud
- Salesforce Marketing Cloud Account Engagement
- Mailchimp
- Constant Contact
- WordPress
- Squarespace
- Microsoft Office Suite
- Google Workspace
- Medium