
Racquel C. Fullman

Writer | Journalist | Editorial Storyteller

Chicago, IL

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Portfolio: racquelcoral.com

PROFESSIONAL PROFILE

Story-driven writer and communications professional with more than a decade of experience creating journalism, branded editorial content, nonprofit communications, newsletters, thought leadership, and long-form storytelling that informs, inspires, and moves audiences to action.

Published by outlets including *The Chicago Defender*, *xoNecole*, and *The Everygirl*, with extensive experience translating complex topics into accessible, engaging stories. Equally comfortable interviewing sources, ghostwriting executive content, developing editorial calendars, or crafting organizational narratives that strengthen brands and deepen audience engagement.

CAREER HIGHLIGHTS

- Nearly ten years of blogging focused on storytelling, motherhood, culture, and personal essays.
- Over five years of professional writing experience across journalism, nonprofit communications, editorial strategy, ghostwriting, and branded content.
- Published writer for *The Chicago Defender*, *xoNecole*, and *The Everygirl*.
- Produced more than 45 monthly newsletters reaching over 7,500 subscribers.
- Authored 70+ original features and blog posts, organizational updates, and campaign content.
- Interviewed executives, celebrities, entrepreneurs, advocates, nonprofit leaders, and community members to develop original editorial content.
- Developed editorial content supporting fundraising, board engagement, grant reporting, donor stewardship, media outreach, and organizational visibility.
- Ghostwritten newsletters, website copy, blogs, executive thought leadership, and marketing content for clients across multiple industries.
- Created editorial strategies that strengthened audience engagement and expanded storytelling opportunities.

EDITORIAL EXPERTISE

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|---------------------|----------------|--------------|
| • Editorial Writing | • Interviewing | • Brand |
| • Feature Writing | • Ghostwriting | Storytelling |
| • Storytelling | | |

- Newsletter Strategy
- Editorial Planning
- Long-Form Content
- Content Strategy
- Thought Leadership
- Content Marketing
- Audience Engagement
- Email Marketing

EXPERIENCE

Communications Coordinator | Women Employed

2021 - PRESENT

Write and edit compelling content that translates education policy, workforce advocacy, and research into stories that engage supporters, policymakers, donors, and community partners.

- Wrote more than 45 organizational newsletters reaching over 7,500 subscribers.
- Produced 35+ feature stories, blog posts, organizational updates, and campaign content.
- Wrote annual reports, impact reports, fundraising communications, executive talking points, and organizational messaging.
- Conduct interviews with staff, partners, and community members to develop human-centered stories.
- Develop communications plans supporting organizational initiatives and advocacy campaigns.
- Manage editorial calendars and content planning across multiple communication channels.
- Collaborate with policy experts and leadership to translate technical issues into accessible, engaging content.
- Lead Women Employed's Marketing Council, facilitating quarterly strategy sessions with more than 30 communications, marketing, and branding professionals.

Freelance Journalist & Content Writer | Self Employed

2020 - 2023

Produce editorial content, reported features, branded content, newsletters, and ghostwritten materials for publications, nonprofits, agencies, and private clients.

Selected Publications

- *Chicago Defender*
- *xoNecole*
- *The Everygirl*

Highlights include:

- Reported and wrote features covering entrepreneurship, wellness, lifestyle, social issues, and community impact
- Conducted interviews with celebrities, business owners, nonprofit leaders, creatives, and subject matter experts
- Produced articles generating significant readership and audience engagement

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- Ghostwrote newsletters, blogs, website copy, and executive thought leadership for confidential clients
 - Developed content for boutique marketing agencies supporting client campaigns across multiple industries

PREVIOUS COMMUNICATIONS & ADMINISTRATIVE EXPERIENCE

Communications, Marketing & Administrative Professional

Mercy Housing | Big Girl Cosmetics | Major, Lindsey & Africa | IITAP | Spark Foundry

Held progressively responsible communications and administrative positions supporting executive leaders, developing written communications, coordinating projects, planning events, and managing stakeholder communications.

INDEPENDENT WRITING PROJECTS

Founder & Writer | With Love, Racquel

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.

EDUCATION

Clark Atlanta University, Atlanta, GA - B.A. Mass Media Arts: Radio, Television, and Film
2003 - 2007

TECHNICAL SKILLS

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