

# GLORY GENE REICHEL



575-993-1033



gloryreichelt@gmail.com



[gloryreichelt.journoportfolio.com](https://gloryreichelt.journoportfolio.com)



Austin, TX

Creative writer and content specialist with an extensive background in customer service and office administration. I hold 6+ years of varied experience in music, freelance writing, podcasting, marketing, blogging, and online social strategy.

## EDUCATION

2004 - 2011

### **New Mexico State University**

Bachelor's in Creative Writing/English

2023

### **AFS Creative Careers**

- Completed the Continuing Education Pathway with courses in camera work, lighting, Adobe, podcasting, pre-production, editing, and directing,

## SKILLS

- Proficiency in Workday, Salesforce, Apple OS, Microsoft Office, Asana, Zendesk, Google Workspace
- Audio Transcription
- Research and data collection
- Radio, costuming, and production assistance
- Social Media Management
- German Language Proficiency

## WORK EXPERIENCE

### **Founder/Coordinator**

#### **Club Cherub, April 2022-present**

We work with local makers and artists to create interactive, themed, pop-up markets at different locations. We accomplish this through community building, social media engagement, building promotional materials, and outreach. We research and curate various makers and musicians from the city to participate. We create email newsletters to update vendors on future events. We build organizational tools to collect fees and update our vendor base. We manage events on-site, ensuring vendors have what they need.

### **Operations Administration Assistant**

#### **WeLocalize, 2022-2023**

I aided Business Operations in agenda follow-up, file control, and overall organization. Working under the Transformation Management office I provided support and deliverables to support teams moving into new methods of working. I completed tasks under deadlines, created documentation, and communicated updates across the organization via email and other platforms. I created newsletters and engaging content while managing the Sharepoint website. We saw a significant increase in traffic and engagement during this time. I configured accounts in multiple programs (ex. Workday and Pantheon), helped troubleshoot, and scheduled training in line with plans and multiple time zones. I worked closely with global consultants and leads at all levels to accomplish their goals for each quarter by working with KR management programs and various resources. I facilitated meetings to communicate updates and completed research tasks to find needs and solutions for the department.

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## WORK EXPERIENCE

### **Music Content Specialist/ Project Manager**

**WeLocalize for Apple Music, 2019 - 2022**

I transcribed and edited song lyrics for Apple's music streaming service. Through extensive artist research, I curated incoming content, mapped artist pages, and corrected metadata. I worked on special projects including voice testing, collecting data for engineering, testing new programs, and monitoring social media for customer issues. I also responded to user requests for lyrics. When I was promoted to a project manager role, I oversaw a team of vendors in music curation and lyrics. I tested and trained coworkers on the tools used. I communicated feedback from leads through meetings and email and provided support, troubleshooting, and guidance. I created training curriculums and documentation.

### **Customer Experience Member**

**Everlane, 2016- 2018**

I handled customer requests and issues through various online platforms including social media channels, email, and Zendesk. I worked remotely and independently to solve problems and implement policies of the company in regards to transparency and the overall customer experience. I co-created a "transparency team" aimed at specifically addressing questions about ethical practices in production and labor. I tested out new apps and processes, and created info documents and employee resources. I was a member of the fraud prevention team which monitored accounts and suspicious transactions. I often arranged for special customer experiences such as sending care packages to customers experiencing difficult situations.

### **Copywriter/ Content Strategist**

**SelfMade, 2018 - 2019**

As a copywriter, I wrote content in the voice of brands to increase their sales and visibility. I worked with other content strategists to resolve problems, keep up with industry trends, improve operations, and provide exceptional customer service. I helped companies build brand identity and online presence by writing content, ads, captions, and forming hashtag strategies. I helped brand managers source and curate visuals for social media platforms. I created engaging copy for email marketing campaigns, and Facebook ads. I led and created workshops for extended education. I built up online resources for writers and was consistently in the top 3 highest performers in my department.

## REFERENCES

Kelli Bland, 512-716-5605, blandperson@gmail.com

Ciara Cook, 512-769-0957, ciaracook404@gmail.com

Felice Montoya, 512-698-9740, allfauxpas@gmail.com