

# Rachel Ernst

Portfolio: <https://bit.ly/RachelErnst>

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(815) 993-6170

## Marketing Manager

Results-driven and creative Digital Marketing and Communications Professional with five years of experience in developing and executing successful marketing strategies and content. I successfully leverage market insights to identify opportunities, create great content, optimize campaigns, and achieve measurable outcomes across various industries, including Health Care, Professional Services, Food and Drink, and Retail.

## Key Skills & Strengths

- Marketing strategy
- Brand management and positioning
- Digital Marketing and Advertising
- Copywriting across multiple channels
- Campaign planning and optimization
- Budgeting and resource allocation
- Data analytics and reporting
- Relationship management with stakeholders
- Communication and presentation abilities
- Public relations and media outreach

## Experience

### Marketing and Communications Manager

#### **North Central Behavioral Health Systems (December 2020-Present) - Hybrid/Remote**

As the Marketing and Communications Manager in a non-profit behavioral healthcare setting, I develop and implement strategies to help promote our services, analyze market trends, oversee advertising campaigns, manage the marketing budget, and collaborate with the community and stakeholders to drive brand awareness.

### Remote Freelance Content Writer

#### **Cork Tree Creative (July 2021-Present) - Remote**

I deliver relevant, engaging content to communicate Legal and Medical information clearly and accurately on WordPress websites using writing skills and SEO techniques.

### Social Media and Marketing Consultant

#### **Freelance (April 2021-Present) - Hybrid/Remote**

As a marketing consultant, I help create and implement user-friendly websites, brand identity (branding), and full digital marketing plans.

### Content Writer

#### **Ramius Consulting (June 2019-April 2020) - Denver, CO**

Was responsible for creating articles and blogs between 750 and 1,200 words for various WordPress websites using SEO strategies. Also helped initiate a social media presence and assisted in developing monthly analytics reports.

### Marketing Intern

#### **Berman Auto Group (May 2018-August 2018) - Chicago, IL**

Contributed to marketing team by creating and publishing organic and paid social media content. Became familiar with Google Ads, Meta Business Suite, creating and editing video content, Adobe tools, and script writing.

## Education

### **The University of Illinois at Chicago - Chicago, IL**

B.A. in Communication/Mass Media (Sociology Minor) - Graduated May 2019 With Honors

### **Illinois Valley Community College**

A.S. Degree - Graduated May 2017