

RACHAEL SNEED

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COPYWRITER & CONTENT SPECIALIST

Dallas-based creative professional with strong focuses in storytelling, content production strategy, and digital asset optimization. Throughout my career, I've collaborated with prominent brands across diverse industries including travel and leisure, lifestyle, consulting, and technology. My expertise lies in leading digital marketing campaigns, corporate communications, and driving content strategies and initiatives.

PROFESSIONAL EXPERIENCE

Bain & Company

September 2021 - Present

Content Specialist - Global Recruiting Marketing

Collaborates closely with senior leaders and executives to identify content marketing opportunities that deliver standout messaging via digital content to recruits in various talent groups. This includes leveraging my expertise in content strategy and production, copywriting, editing, and creative concept development. In addition to overall workstreams, I manage production schedules and calendars, a team of producers and freelancers, and collaborate cross-functionally with content teams to develop and leverage digital assets across the firm that support our recruiting marketing initiatives.

Accomplishments:

- Own the start-to-finish production process of our recruit-facing podcast, increasing downloads and listenership by 30%
- Developed a ChatGPT copywriting playbook for global and regional teams to leverage in their digital marketing and recruit-targeted communications
- Launched and manage a global content repository for teams to leverage desired digital assets for global, regional, and local marketing campaigns

CSG Forte International

June 2020 – August 2021

Product Marketing Content Specialist

Executed product-centric marketing campaigns, driving opportunities for market penetration and client growth. This involved collaborating cross-functionally with internal production teams and external agencies to create content that aligned with product go-to-market strategies. In addition, I managed our internal website that supplied product details, sales and resources, and pitch decks that supported sales initiatives.

Accomplishments:

- Increased content production by 70% by producing web pages, videos, and scripts that supported digital asset needs across teams
- Created sales pitch web pages in place of PowerPoint presentations to support standout product sales pitches to clientele

Copywriter and Web Content Editor**August 2018 – December 2021**

Freelance

Specialized in drafting and editing copy as well as managing websites for entrepreneurs, technology and travel and leisure industries with notable brands including Lower Street Media and Cheap Caribbean. This encompassed strategic SEO-driven writing across blogs, social channels, podcasts, and marketing materials along with conceptualizing engaging web articles and videos. I also managed relationships with clients and stakeholders and covered local events on behalf of their brands through various content creation methods.

Accomplishments:

- Edited and drafted copy for 200+ pages that supported the relaunch of an international travel agency's website
- Wrote 100+ show notes for podcast episodes produced by an award-winning podcast production agency
- Launched a blog for a regional contractor and published posts to support company credibility and sales funnels

Lexipol**December 2018 – June 2019**

Editorial Assistant

Authored daily news articles for multiple websites, reaching 2 million monthly visitors. Effectively managed social media content for 1 million Facebook followers and 66,000 Twitter followers, boosting website traffic. Additionally, I curated award-winning editorial newsletters and adeptly reworked trending articles for web distribution from the Associated Press, Tribune Content Agency, and local news stations while maintaining brand tone and voice.

Accomplishments:

- Produced award-winning daily editorial newsletters
- Published 10+ breaking news stories weekly for first responder audiences that supplied real-time insight into industry news

Tribune Media (KDAF-TV | CW33)**December 2016 – November 2018**

Digital Producer

Collaborated on story ideas with digital and broadcast producers, producing and editing content for web and social channels. In addition to this role, I efficiently managed the station's website and social channels as well as supported the transition of broadcast news stories to digital formats that were published online and on social media.

Accomplishments:

- Ideated, produced, and managed a digitally exclusive series that featured local millennials positively influencing Dallas-Fort Worth communities
- Implemented a digital-forward mindset for broadcast multimedia journalists and producers, generating more content created for our online audience

EDUCATION**University of Houston**

Bachelor of Arts in English