

Rachel Heleva

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Education

Bachelor of Arts in English

[June 2021]

Bachelor of Arts in Cinema Digital Media Studies

University of California, Davis

Associate of Arts in English

[Dec 2018]

American River College

Summary of Qualifications

- Experienced at leading a team on a collaborative project
- Independent worker with proficient research skills
- Strong writing ability and a keen eye for narrative driven content

Experience

City Desk Staff Writer

[January 2019- Current Date]

The California Aggie, Davis

Researched and wrote news stories for the City News desk. Interviewed subjects as needed and applied creative problem-solving skills when issues arose. Adhered to strict deadlines.

Marketing Specialist

[November 2019- Current Date]

Davis Food Co-op, Davis

Wrote various types of content for marketing purposes such as press releases for online and print publication, editorial web-content, and social media posts. Worked within a team to meet the various communication needs of all departments.

Club Officer

[September 2018-May 2019]

Davis Game Development & Arts Club, Davis

Guided fellow students through the development of games. Organized project teams and advised teams on the scope of their games and provided mentorship on the implementation of new features. Held workshops on popular development engines and programming languages for the industry. Organized game jams.

Assistant to the Editors

Ad Lumen Publishers, Sacramento

[January 2017-August 2018]

Managed web content and social branding for a small publishing house based out of Sacramento. Assessed manuscript submissions through Copywriting, line editing, and proofreading for the appraisal of the editorial board. Conducted pre-interviews and scheduled subsequent radio interviews with authors.

Marketing Intern

[May 2018-August 2018]

Davis Shakespeare Festival, Davis

Built relationships between local businesses and the festival through product partnerships. Developed and implemented marketing, social media, and e-newsletter campaigns to promote community engagement.

Editor in Chief

American River Review, Sacramento

[January 2017-August 2018]

Oversaw a team of editors through the curation and compilation of an award-winning literary magazine. Guided about 13 students through the reading and evaluation of submissions in batches from anywhere between 50 to 100 pieces per cycle. Set and maintained the publishing schedule and managed relations with authors.