

RACHEL WARD

Brand Strategy | Digital Marketing | Visual Storyteller

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SUMMARY

Results-driven marketing professional with 5+ years of experience leading brand strategy, audience growth, and revenue generation through impactful storytelling and design. From digital marketing campaigns to brand identity development, I specialize in creating cohesive, compelling visuals and narratives that resonate across channels. Proven success in executing multi-channel campaigns, including social media, email, and content, while managing projects, coordinating events, and collaborating across teams to deliver experiences that engage and drive results.

EXPERIENCE

JUNE 2024 – CURRENT

VICE PRESIDENT OF MARKETING AND BUSINESS DEVELOPMENT, CARDIAC

DEVICE JOBS – A GATEWAY RECRUITING SISTER COMPANY

Spearheaded the design and development of CardiacDeviceJobs.com, creating a user-friendly platform for cardiac device leaders and specialists to streamline their talent or job search.

Led early branding efforts, contributing to the creation of the company's identity through LinkedIn, Twitter, and the Cardiac Device Jobs website.

Assisted in developing and implementing business strategies that led to establishing key partnerships.

Assisted in building the initial user base through outreach strategies.

JANUARY 2023 – CURRENT

DIGITAL MARKETING MANAGER, GATEWAY RECRUITING, INC.

Led the development and execution of a comprehensive social media strategy across platforms like LinkedIn (64.67% follower growth in 18.5 months), X (46.15% growth), Instagram (56.25% growth), Facebook (19.9% growth), and others, resulting in a 300% increase in website traffic.

Grew the LinkedIn newsletter subscriber base by an impressive 11,100+ new subscribers in 18.5 months through compelling content creation.

Coordinated internal teams for the successful execution of the 4th Quarter 4 Paws campaign, resulting in \$5,000 donated to The Barking Project.

Managed and produced engaging video content, including all episodes and shorts of the Ask My Recruiter Podcast.

Utilized data analytics (Google Analytics/Search Console, Moz, Wincher) to track performance, measure ROI, and optimize social media strategy for maximum impact.

Authored engaging website content and articles.

Designed and implemented automated email campaigns with segmentation strategies to improve campaign effectiveness.

A/B tested subject lines, content, and send times to optimize email performance.

Spearheaded the design and development of CardiacDeviceJobs.com, creating a user-friendly platform for cardiac device specialists to streamline their job search.

AUGUST 2021 – DECEMBER 2022

MANAGER | MARKETING DIRECTOR | STYLIST, MAMBO HAIR STUDIO

Developed digital flyers and postcards to promote special offers and events, contributing to an increase in customer engagement.

Led a marketing campaign during the start-up phase and grand opening, managing digital assets and promotional content across channels.

Ensure the salon environment meets cleanliness and hygiene standards required by law.

Performing salon services for clients as needed; part-time.

AUGUST 2019 – AUGUST 2021

MANAGER | SOCIAL MEDIA – MARKETING DIRECTOR | STYLIST,

HERITAGE FADE CO.

Successfully increased social media content interactions by 220% through engaging content creation and community management.

Created all digital graphics for social media and printed flyers.

Analyzed engagement data and identified trends in content interaction.

Led a rebranding campaign during name change, ensuring consistent brand messaging across all platforms.

Directly impacted the winning results for Best of Hays, Best Barbershop 2020, through a social media campaign.

Managed salon operations, including scheduling, staffing, and ensuring compliance with industry regulations.

ADDITIONAL EXPERIENCE

SEPTEMBER 2024 – NOVEMBER 2024

SOCIAL MEDIA MANAGER, RETAIL STREET ADVISORS | FREELANCE

Create engaging content, graphics, and LinkedIn posts to enhance RSA's online presence.

DIGITAL DESIGNER, C.G. MORRISON COMPANY | FREELANCE

Create customized digital graphics for multimedia projects, providing visual assets for promotional campaigns and event materials.

EDUCATION

BBA MANAGEMENT, TEXAS STATE UNIVERSITY

SKILLS

- Brand Strategy
 - Marketing Campaign Development
 - Content Creation
 - Social Media Management
 - Data Analysis
 - Graphic Design
 - Process Management
 - Cross-Functional Collaboration
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VOLUNTEER WORK

National Weather Service Amateur Radio SKYWARN Group, AUGUST 2020 - CURRENT

Volunteer Storm Spotter | Emergency Communications | Disaster and Humanitarian Relief
Licensed Amateur Radio Operator | Trained SKYWARN Storm Spotter | Monitor local weather conditions from the ground, relaying all confirmed severe weather (i.e. hail and size, wind, tornadoes) to the National Weather Service for immediate broadcast to the public | Volunteer for emergency communications during/after state-wide or local natural disasters