

RACHEL WARD

Strategic Marketing | Multi-Channel Content | Storytelling & Engagement

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SUMMARY

Strategic brand and creative marketing professional with 6+ years of experience leading brand storytelling, omnichannel campaigns, and performance-driven digital strategy. Skilled in building brand positioning, executing integrated marketing campaigns, and managing content lifecycles from concept to launch. Proficient at using insights and analytics to shape strategy, optimize engagement, and deliver meaningful results. Passionate about empowering brands that connect purpose with community.

EXPERIENCE

JANUARY 2023 – CURRENT

Digital Marketing Manager, GATEWAY RECRUITING, INC.

- Direct integrated B2B marketing campaigns that drive awareness and engagement across employers, candidates, and industry partners, increasing web traffic by 300%.
- Develop brand narratives across highly regulated industries (Life Sciences, Medical Device, Trade Compliance), translating complex technical concepts into accessible, compelling campaigns.
- Lead creative direction for digital content, partner collateral, and brand storytelling initiatives that position Gateway as a trusted thought leader.
- Collaborate with executives to align marketing campaigns with business strategy, industry trends, and commercial goals.
- Manage multi-channel content (LinkedIn, Instagram, X, Facebook), delivering measurable audience growth (74.6% LinkedIn increase; 12,000+ newsletter subscribers).
- Manage website and digital content updates, ensuring accuracy, brand alignment, and timely launch of campaigns.
- Leverage data analytics (Google Analytics, Moz, Wincher) to measure campaign performance, optimize partner marketing strategy, and scale programs based on insights.
- Produce creative assets, including podcasts, videos, articles, and branded collateral, that amplify Gateway's partner voice and showcase industry expertise.
- Perform quality checks and testing of campaigns across digital platforms to ensure functionality and on-brand experience.

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.
- Managed promotional content during the start-up phase and grand opening, managed digital assets and promotional content across channels.
- Ensured the salon environment met cleanliness and hygiene standards required by law.

- Performed 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 the name change, which ensured 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 AND PROJECTS

JUNE 2024 – CURRENT

Head of Marketing and Business Development, CARDIAC DEVICE JOBS | A GATEWAY RECRUITING *VENTURE PROJECT*

- Lead the end-to-end design, development, and branding of CardiacDeviceJobs.com and continue to manage its ongoing growth and online presence.

OCTOBER 2024 – OCTOBER 2025

Digital Marketing Designer, F45 TRAINING - TUCSON | *FREELANCE*

- Created branded digital and printed materials to support local marketing initiatives and community engagement efforts.

SEPTEMBER 2024 – NOVEMBER 2024

Social Media Manager, RETAIL STREET ADVISORS | *FREELANCE*

- Delivered on-brand content updates for client campaigns, aligning creative with marketing goals.

FEBRUARY 2015 – FEBRUARY 2023

Digital Designer, C.G. MORRISON COMPANY | *FREELANCE*

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

EDUCATION

Bachelor Of Business Administration (BBA) – Management, TEXAS STATE

UNIVERSITY

SKILLS

- Content Strategy & Messaging
 - Brand Leadership & Creative Direction
 - Marketing Campaign Development (Organic & Paid, including Google Ads)
 - Brand Strategy & Digital Storytelling
 - Campaign Reporting & Performance Analysis
 - Cross-Functional Collaboration & Project Management
 - Data Analytics (Google Analytics, Search Console, Moz, Wincher)
 - Content Management Systems (WordPress, Constant Contact)
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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 and trained storm spotter supporting emergency communications and disaster relief.