

Rachel R. Mueller

Communications, Marketing & Writing

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clippings.me/rachelmuellder

» Efficient, resourceful and charismatic communications professional with wide-ranging communications, writing and storytelling experience. Highly driven with skills in digital media, marketing and client relations.

» Strengths & Skills

- 7+ years **writing** and **copy editing** experience in varied styles and channels, both print and online
- 4+ years' experience in **web design, online content creation** and **email marketing**
- 2+ years **social media marketing** experience and wide-ranging familiarity of all popular platforms
- Know-how of **web content management systems** (Cascade and WordPress)
- Skilled in basic **graphic design** principles, utilizing **Adobe Creative Suite** and **Canva**
- Knowledge of **editorial best practices**, brand strategy and **public relations**
- Expertise in **event planning**, team supervision and managing multiple projects at once
- Adept in Microsoft Office, database management (Banner) and **learning new technology**

» Education

St. Norbert College, De Pere, WI

B.A. Communication & Media Studies | December 2013

Concentration: Media | Minor: American Studies

» Awards & Accomplishments

- Graduate Cum Laude, St. Norbert College
- Graduate of the St. Norbert College Honors Program

» Work Experience

St. Norbert College, De Pere, WI

Mulva Library Communications Specialist, November 2015-Present

- Share the college's intellectual story and library news through various channels – social media, articles, web content, targeted emails and multimedia projects including interviews, videos, podcasts, etc.
- Coordinate logistics and create promotional pieces for programs and events (Human Library, SNC Day, special events, etc.), employing knowledge of graphic design best practices
- Oversee social media outreach on Facebook, Twitter and Instagram, growing community engagement, increasing visibility of library services and highlighting behind-the-scenes happenings
- Manage website and coordinate creation of web content and design, applying know-how of user experience and Google Analytics best practices to inform editorial decisions
- Guide library branding and develop and maintain a marketing and editorial strategy aligned with library goals
- Serve as liaison to college's communications team, ensuring library projects and campaigns mirror college brand standards and contribute to goals outlined in strategic plan

Element Creative, De Pere, WI

Content Marketing Specialist, August 2015-October 2015

- Created copy for clients, including blog posts, news stories, press releases, social media, web content and email, using analyzed data and general trends to inform editorial decisions
- Assisted PR director with campaigns – managed media outreach, built contact lists and wrote press releases
- Collaborated with content marketing team members to craft client-specific brand standards

- Worked closely with content marketing team to develop and oversee copyediting process
- Helped manage Element communication channels, including Facebook, LinkedIn and company blog

St. Norbert College Office of Communications, De Pere, WI

Interim Web and Social Media Specialist, January 2015-April 2015

- Served as campus point-person for guidance and support on content management system (CMS) and web best practices, including troubleshooting of basic HTML issues
- Advised campus departments' on-going maintenance of web pages to ensure overall brand standards
- Executed development of MBA program website using WYSIWYG tools and knowledge of underlying code
- Contributed to creation of HTML electronic editorial publications, including @St. Norbert e-newsletter and the St. Norbert College Magazine Online
- Assisted with HTML electronic broadcast communications issued from the college
- Helped manage college social media initiatives, including institutional accounts on Facebook, Twitter, YouTube, Pinterest and Flickr
- Performed additional duties including reporting and writing for college publications

St. Norbert College Office of Communications, De Pere, WI

Communications Assistant, January 2014-August 2014

- Assisted with institutional website redesign and update, including development and design of new web content, utilizing graphic design, web copywriting and project management skills
- Collaborated on various broadcast email marketing campaigns, showcasing content marketing abilities
- Aided in proofreading and distribution of publications – monthly e-newsletter and online magazine
- Fostered familiarity of graphic design best practices, expanding basic knowledge of Adobe Suite

St. Norbert College Office of Communications, De Pere, WI

Web & Design Intern, August 2012-December 2013

- Helped manage official social media accounts (Facebook, Twitter, Instagram, YouTube, Pinterest and Flickr)
- Aided in coordination of five-week summer concert series, "Knights on the Fox" – wrote emcee scripts, built prize program and managed distribution of promotional materials on- and off-campus
- Provided day-to-day administrative support including editing institutional web pages when reviewed, answering office phone, filing student media release cards, running errands, etc.