

Rachel Fox

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Accomplished, communications graduate with a passion for learning. Strong background in creative problem solving, client relations, marketing communications, international public relations; with expertise in global messaging and cultural sensitivity, and new media marketing; excellent soft skills including collaboration, teambuilding and networking. Demonstrated areas of expertise include:

- **Client Management**
- **Member Management**
- **Client/Member Engagement**
- **Stakeholder Communications**
- **Marketing Communications (B2B/B2C)**
- **Advertising**
- **Creative Campaign Development & Implementation**
- **Social Media Marketing**
- **Public Relations**
- **Organizational Development**

SKILLS

- Public Speaking, Event Planning, Fundraising, Media Relations, Blogging, Editing, Social Networking
 - Proficient in Microsoft Office, PowerPoint, Excel, Paint, Google Drive, Survey Monkey, CRM platforms
 - *Art:* Painting; acrylic, watercolor, Bob Ross Certified Instructor; Drawing; pastel, charcoal, pencil; Photography
 - *Social Media:* Facebook, Twitter, Pinterest, Instagram, Vine, Hootsuite, LinkedIn, Wordpress, Tumblr
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PROFESSIONAL EXPERIENCE

Dixon Ticonderoga Company, Lake Mary, FL

2015 - 2018

Originally employed by Daler-Rowney, which was acquired by Dixon Ticonderoga (The FILA Group) in February 2016; I was asked to relocate to Dixon's headquarters in Florida to continue my work in the art industry Dixon Ticonderoga acquired.

Public Relations & Social Media Coordinator (2016-2018)

Reported directly to the CEO, and then both VP's of Marketing for North America (EDU & Fine Art)—solely responsible for 14 Social Media Platforms, across 5 brands, and measured follower growth per month.

- Increased followers, both domestic and international, between 5-50% on each social media branded platform through paid and non-paid initiatives
- Created a Digital Marketing strategy, which helped increase awareness through paid and non-paid initiatives
- Responded to, rectified and reported Customer Service issues regarding EDU/Fine Art products
- Facilitated Search Engine Optimization (SEO) /Organic Keyword Search development for seven corporate websites
- Recruited, retained, and managed five plus Sponsored Artists, and assisted in helping them market themselves and our key brands
- Developed materials and Press Releases for Sales/Marketing to announce important company news/product developments; gained press coverage from *The Orlando Sentinel*
- Managed a monthly E-Newsletter through MyEmma; created and helped facilitate consumer surveys to ensure our target audience was being reached
- Composed both a digital and print advertising plan to best promote our brands; initiated and communicated with industry publication leaders that led to branded promotional placement and collaboration proposals

Daler-Rowney, USA, Cranbury, NJ

Marketing Assistant of Fine Art (2015-2016)

- Created marketing and advertising initiatives and measurable plans to boost key product lines; raised sales in acrylic paint lines and fine art brushes
- Strategically communicated brand messages through the development of merchandising and promotional materials
- Gathered and analyzed out-of-door-sales value and unit quantities to determine data trends for two key accounts
- Participated in new product development and market research to help establish a branded fine art product

- Officiated the company's official Instagram account; gained more than 400 followers within 3 months
- Co-managed the company's official Facebook account; contributed to gaining more than 800 followers within 4 months
- Chose and retained six sponsored artists to help generate social media content for B2B and B2C communications
- Communicated to and fulfilled inquires that fell within pre-established criteria for donations and product samples

Arcadia University, Glenside, PA

2013 - 2015

Assistant Producer, Intern Manager/Assistant Professor, Web Series Correspondent, Health & Wellness (2014-2015)

- Managed a group of eight students in promoting the web series through a strategic, measurable social media plan
- Communicated with PR professionals at local area hospitals and wellness offices to coordinate
- Identified possible interview segments for the Health & Wellness online series
- Conducted five interview segments posted online at healthwellnessweb.com

Graduate Assistant, The School of Global Business (2013-2015)

- Collaborated with the School of Global Business staff to plan events, as well as independently create/facilitate events
- Participated in the development of department documents, on/off campus events, and provided administrative support as needed
- Developed MBA marketing materials, such as flyers and postcards, and utilized social media marketing, which resulted in an increase in the number of inquires
- Created an interactive series of interviews with current MBA and Bachelor students to reflect upon their experience at Arcadia in order to help promote both programs

The Library Management Institute (LMI), Glenside, PA

2014

International Conference Director (3 months)

- Served as the Director of the 4th Annual International Library Communications Conference; the two-day conference took place October 6 & 7
- Registered and communicated with attendees who included library professionals focusing on the fields of marketing, communications, public relations, and social media
- Selected and negotiated a viable location, catering, and travel arrangements
- Planned the event layout and determined the event's focus; developed all event communication essentials

The Communications Group (TCG), Glenside, PA

2014

Senior Account Executive, Director of Public Relations (6 months)

- Consistently communicated with and managed two clients; Apple Physical Therapy and Healing Works
- Organized press and media relations with local news outlets
- Managed a group of 10 interns in accomplishing public relations, social media, and marketing goals to help promote the Group's web series on health and wellness

The Crossings Animal Sanctuary (CAS), Washington's Crossing, PA

2013

Business Outreach Coordinator (3 months)

- Gained corporate sponsorships through face-to-face interactions
- Strengthened past relationships with local businesses, and forged new ones
- Coordinated both external and internal communications through developing an outreach plan

RDW Group, Providence, RI

2013

Business Development Intern (3 months)

- Researched prospective higher education, healthcare, and technology based clients
- Created Excel and PowerPoint documents to display both quantitative and qualitative data collection
- Partook in conference calls and preliminary business meetings

EDUCATION

North Central University, Online

Doctorate of Business Administration | Concentration in Marketing

Current

Arcadia University, Glenside, PA

2015

Master of Arts: International Public Relations | Concentration in New Media Marketing

GPA: 3.95

The University of Rhode Island, Kingston, RI

2013

Bachelor of Arts: Communication Studies | Minor in Public Relations

GPA: 3.2

PROFESSIONAL BODY OF WORK

Professional Press Releases:

- http://dixonusa.com/press/2017_DixonKINFGala.pdf
- <http://dixonusa.com/press/LowesKINF.docx>
- <http://dixonusa.com/press/BobRoss.pdf>
- http://dixonusa.com/press/KINF_Gala_16.pdf
- http://dixonusa.com/press/Norman_Rockwell.pdf
- http://dixonusa.com/press/Heart_Walk_081916.pdf
- http://dixonusa.com/press/Dixon_Charity_Challenge.pdf

Professional Blogs:

- <http://www.dixoncolorfulpoints.com/2017/04/05/think-like-a-ceo/>
- <http://www.dixoncolorfulpoints.com/2017/01/12/what-your-kids-can-teach-you-about-business/>
- <http://www.dixoncolorfulpoints.com/2016/12/14/paying-tribute-to-a-world-class-professor-and-mentor/>
- <http://www.dixoncolorfulpoints.com/2016/08/31/rough-seas-make-great-captains/>
- <http://www.dixoncolorfulpoints.com/2016/07/29/finding-oneself-through-fine-art/>
- <http://www.dixoncolorfulpoints.com/2016/06/02/school-supplies-changing-lives/>

Produced Professional Videos:

Walmart, Daler-Rowney & Canson Product Video:

- https://youtu.be/UvHW3cv2CJc?list=PLufH_DMikC47kZv78VHgp8j73X1gXe3dF (7:20 minutes)

FW Artist Acrylic Ink Product Videos:

- https://youtu.be/8owj2BPs-nw?list=PLufH_DMikC47kZv78VHgp8j73X1gXe3dF (30 seconds)
- https://youtu.be/LTyxCTPReOk?list=PLufH_DMikC47kZv78VHgp8j73X1gXe3dF (3:20 minutes)
- https://youtu.be/C8s4i_9_pN0?list=PLufH_DMikC47kZv78VHgp8j73X1gXe3dF (3:45 minutes)
- https://youtu.be/e5ml_jxTvVI?list=PLufH_DMikC47kZv78VHgp8j73X1gXe3dF (6:24 minutes)

Cachet 101 Product Videos:

- https://youtu.be/UN4gmz_L1w?list=PLufH_DMikC47kZv78VHgp8j73X1gXe3dF (30 seconds)
- https://youtu.be/CcLgmVW2VwE?list=PLufH_DMikC47kZv78VHgp8j73X1gXe3dF (2:20 minutes)
- https://youtu.be/VZoBcRmoSlw?list=PLufH_DMikC47kZv78VHgp8j73X1gXe3dF (4:18 minutes)

Directed, Produced, & Edited Semi-Professional Videos:

- https://youtu.be/F2kbF0oVGbQ?list=PLFH7_3QcMfrIKRIIN1tXFse2siQARscPR (1:38 minutes)

Personal Blogs:

- <http://rachelfoxart.com/advice-from-the-artist/>
- <http://rachelfoxart.com/dove-request-christine/>
- <https://rfox8.wordpress.com/2014/04/03/chocolate-and-csr-make-a-good-match/>
- <https://rfox8.wordpress.com/2014/02/10/budweiser-making-us-want-more-than-just-a-beer/>
- <https://rfox8.wordpress.com/2014/01/26/paris-take-one-a-lesson-in-fashion/>
- <https://rfox8.wordpress.com/2013/06/18/separated-by-4-years-and-6-hours/>