



RACHEL FOX

Doylestown, PA | 215-290-0361 | rfox8@comcast.net

LinkedIn: www.linkedin.com/in/rachel-fox628/ | **Website:** www.rachelfoxart.com

RELEVANT SKILLS & INTERESTS

- Client Engagement & Management
- Internal/External Stakeholder Communication
- Brand Awareness & Loyalty
- Marketing Communications (B2B/B2C)
- Event Management & Media Relations
- Advertising & Fundraising
- Writing & Editing
- Creative Campaign/Content Development
- Digital/Social Media Marketing
- International Public Relations/Networking
- Target Audience & Product Research
- KPI Analysis & Reporting

Proficient in: Microsoft Office Suite, Salesforce, Google Apps., Survey Monkey, CRM/Email platforms, Procreate

Interests: Painting, drawing, photography; Bob Ross Certified Instructor, writing, traveling, learning, animals, helping others

PROFESSIONAL EXPERIENCE

RFCommunications, Founder—Business Solutions Consultant **2014 – Present**

- Provide detailed reporting on current company’s performance, and recommendations for improvement; implement strategic, sustainable and measurable changes to best optimize overall effectiveness of desired goals in marketing, communications, branding, web development, and more

Clients: Hair by Erin Bing, Bob Landeck, Sales; AOK Soul Coaching (aoksoulcoach.com); Central Florida Laser Health Center; Hoop Culture (hoopculture.com); Barkville NYC Dog Services (barkvillenc.com); Eyebrows by Abria; Brian C. Greenberg & Associates, CPA; Jennifer McInnis—Heals on Wheel

Pet Rescue by Judy (PRBJ), Sanford, FL **2018 - 2019**

Event & Public Relations Organizer, Animal Advocate

- Maintained the organization of communications, with both internal/external stakeholders and the Press, regarding the planning and execution of community events both on and off-site, dog and cat adoptions, marketing promotions and materials, public relations and social media engagement, as well as general business correspondence and branding needs

Dixon Ticonderoga Company, Lake Mary, FL **2016 - 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.*

Public Relations & Social Media Coordinator

- Reported directly to the CEO, and then both VP’s of Marketing for North America (EDU & Fine Art)—under their supervision, I was solely responsible for 14 Social Media Platforms, across 5 brands, measured follower growth per month, and brainstormed opportunities for further increased audience engagement
- Created a global marketing strategy with a focus on corporate communications, marketing outreach, community efforts, brand awareness and management, digital advertising and media outreach; wrote press releases, product/industry announcements, and the former CEO’s blog—gained press coverage from *The Orlando Sentinel* and achieved over 120 ‘likes’ on an article posted to LinkedIn
- Executed the increase of followers, both domestic and international, between 5-50% on each social media branded platform through paid and non-paid initiatives as part of the detailed, campaign and KPI/PPC
- Responded to, rectified and reported on customer service issues regarding art supply products; initiated shipping both domestic and international
- Facilitated SEO/organic keyword search development for seven corporate websites, and focused on consistent messaging and written language
- Recruited, retained, and managed over ten sponsored artists, and assisted in helping them market themselves and our key brands
- Implemented a monthly e-newsletter to better promote our community program, in which I assisted in managing, that gave back to less fortunate children/schools, while highlighting content that our external customers identified as pertinent to their own growth through a team-created research survey

Daler-Rowney, USA, Cranbury, NJ **2015 - 2016**

Marketing Assistant of Fine Art

- Created measurable, innovative marketing and advertising plans to boost key product lines; directly raised sales in

acrylic paint and fine art brush lines through keeping extensive charts and calculations—gathered and analyzed out-of-door-sales values and unit quantities to determine data trends for two key customer accounts in Excel, which were monitored each month, and then directly presented to the VP of Marketing and Sales of Fine Art

- Strategically communicated brand messages through the development of merchandising and promotional materials
- 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
- Communicated with artists and outside organizations to partner with, and fulfill inquires, that fell within pre-established criteria for donations, sponsorships, and product samples

Kieserman Media, Glenside, PA

2014 - 2015

Senior Account Executive, Director of PR, Manager

- Consistently communicated with and managed three major clients, the Press, and networking opportunities
- Managed a group of 2-15 employees: delegated tasks after identifying each person’s strengths, facilitated group brainstorming sessions, empowered the interns to follow-up and stay organized with me, their peers, and clients
- Identified possible interview segments for the Health & Wellness online series by communicating with PR professionals at local health organizations; personally conducted five interview segments, after establishing sufficient questioning; posted online on YouTube and at healthwellnessweb.com. Also, managed and graded 10 H&W interns on their team-work, individual efforts, grasp of PR/Marketing knowledge, and overall networking

Arcadia University, Glenside, PA

2013 - 2015

Graduate Assistant, School of Global Business

- Collaborated with the School of Global Business staff to plan events, as well as independently create/facilitate events and their promotion
- Participated in the development of department documents, on/off campus events, and provided administrative support as needed; reviewed course registrations for faculty and web posting
- Developed MBA marketing materials, such as flyers and postcards, utilized and managed social media marketing, and PR research/outreach, which resulted in an increase in the number of program inquires
- Constructed questioning and production for 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, 2014
- Registered and communicated with attendees, including library professionals with focuses on the fields of marketing, communications, public relations and social media; ensured individual presentations were innovative, creative and informative to empower the cultivation of further conversations and ideas
- Created a general follow-up survey to analyze and record the opinion of the event in every aspect
Selected and negotiated a viable location (planned the event layout), catering, and travel arrangements, as well as developed Conference press releases, brochures, speaker/attendee guides, and social media posts and event hashtag

EDUCATION

Arcadia University, Glenside, PA

2015

Master of Arts: International Public Relations | Concentration in New Media Marketing
GPA: 3.95 with distinction

The University of Rhode Island, Kingston, RI

2013

Bachelor of Arts: Communication Studies | Concentration in Public Relations
GPA: 3.2

REFERENCES

Edouard Andre-Hessig, VP Marketing Fine Art at Dixon Ticonderoga Co., reported directly; 609-216-2613
Hannah Jodoin, Front Desk Manager/Animal Advocate at PRBJ, direct co-worker; 321-262-9361
Mary Theresa Taglang, former Director of MBA Programs at Arcadia, reported directly; 610-248-8392
Bob Kieserman, Former Director of TCG/Health & Wellness, reported directly; 609-744-9242