



# RACHEL FOX

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## RELEVANT SKILLS & EXPERIENCE

- Client/Customer 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, Google Apps., Salesforce, Survey Monkey, MailChimp, Procreate, Wordpress & SM Platforms.

*Passionate about:* art/photography, writing, traveling, hiking, learning, animals, helping others/empowerment, movies & volunteering.

## PROFESSIONAL EXPERIENCE

### **RFcommunications, Founder--Business Solutions Consultant**

**2014 – Present**

- Perform comprehensive SWOT Analysis to detail current company’s operations and provide regular reporting.
- Create strategic plans to implement tangible, sustainable and measurable changes to optimize desired objectives in marketing, communications, branding, web development, public relations, e-commerce and more.
- Craft inspiring scripts through story-telling to utilize for video-content, social media, press releases and outreach.

*Industries of Clients Served:* Health Centers/Services, Apparel, Animal Services, Sales, Salons/Cosmetics, CPA Services, Music/Art and Food/Beverage.

### **Pet Rescue by Judy (PRBJ), Sanford, FL**

**2018 – 2019**

*Event & Public Relations Organizer, Animal Advocate*

- Maintained the organization of communications 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.
- Conducted general business correspondence to gain sponsorship and coverage of fundraising events, in addition to newsletter development and website updates.
- Facilitated the planning and execution of the “Inaugural Rescue Reunion” event that occurred on January 12, 2019 at Celery City Craft Brewing; gained seven corporate sponsors resulting in over \$2,000.00 in pre-event profits.

### **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 (Education & Fine Art)—under their supervision, I was solely responsible for 14 social media platforms, across five brands.
- Created a global marketing strategy with focus on corporate communications, marketing outreach, community efforts/collaborations, brand awareness, reputation and management, digital advertising and social media.
- Wrote press releases, product/industry announcements and changes, acted as reputation manager for the former CEO through blog-writing/posting; gained press coverage from *The Orlando Sentinel* and achieved over 120 ‘likes’ on a published LinkedIn article.
- Executed the increase of followers, both domestic and international, as much as 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; consistently followed-up to ensure customer satisfaction. Participated in a team-created research survey to measure brand loyalty.
- Facilitated SEO/organic keyword search development for seven corporate websites, and was a thought leader in providing transparent and key-branded messaging.
- Recruited, retained and managed over 10 sponsored artists, while assisting in helping to market themselves and our brands.

**Daler-Rowney, USA, Cranbury, NJ**  
*Marketing Assistant of Fine Art*

**2015 – 2016**

- Created innovative marketing and advertising plans to boost key-product lines; directly raised sales in acrylic paint and fine art brush lines from Hobby Lobby and Michaels retail stores through gathered and analyzed out-of door-sales to determine data trends.
- Strategically communicated brand messaging through the development of merchandising and promotional materials.
- Participated in new product development and market research to help establish branded fine art products.
- Officiated the company's official Instagram account; gained more than 400 followers within three months.
- Co-managed the company's official Facebook account; contributed to gaining more than 800 followers within four 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 potential business partnerships.
- Managed a group of 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.
- Managed and graded ten H&W interns on their team-work, individual efforts, grasp of PR/marketing knowledge and overall networking abilities.

**Arcadia University, Glenside, PA**

**2013 – 2015**

*Graduate Assistant, School of Global Business*

- Participated in the development of department documents, on/off campus events and provided administrative support as needed—reviewed course registrations for faculty, structured web-content and projects and acted as an adjunct professor for Dr. Washington during her Human Resource Management course on March 19, 2014.
- Supported the School of Global Business in crisis communications and implemental strategies.
- 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 by at least 40%.
- Constructed questioning and carried out 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.

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## 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

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## REFERENCES

Fatima Addeeb, *Field Marketing Manager, East Coast* at Bulletproof, reported directly; (765) 588-7067  
Jonathan Berger, *VP of Human Relations* at Bimbo Bakeries, USA, business advisor; (516) 527-8877  
Edouard Andre-Hessig, *VP Marketing Fine Art* at Dixon Ticonderoga Co., reported directly; (609) 865-4112  
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