

RESUME

Rachel M. Nelson

Austin, Texas Metropolitan Area

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I'm a multidisciplinary storyteller, strategist and creative producer with a passion for turning complex ideas into compelling content.

My top 5 strengths according to Clifton StrengthsFinder®

Strategic | Adaptability | Individualization | Empathy | Ideation

Work Experience

Teacher Retirement System of Texas | Austin, TX

Communications Specialist | November 2022 – Present

- Lead production of **two monthly publications** that keep members informed on critical health and pension updates
- Build corresponding content for the **trs.texas.gov website** to ensure consistent, accessible communication (Drupal CMS).
- Design and distribute newsletters using the **GovDelivery email marketing platform** (reaching more than 1 million recipients)
- Collaborate with a small team to curate and deliver a **daily newsletter to internal stakeholders**, featuring timely updates on pensions, investments, health care, Texas teachers and relevant legislative developments
- Create engaging **short-form vertical video** for social media
- Contribute to **social media management and reporting**
- **Spotlight inspiring stories** from active school district employees and retirees across Texas
- Drive unprecedented YouTube growth for 13-year-old channel (**178% subscriber increase from 2022-2025**)
- Provide ongoing support for board meetings, including **designing webcast slide decks and assisting with live broadcast operations** to ensure smooth delivery of key organizational updates
- Coordinate travel and interview logistics for video content and serve as **grip and camera operator**, working closely with the lead videographer to capture compelling footage on location
- Manage YouTube channel and assist with running **paid advertising campaigns via Google Ads**
- Support internal communications through **taking professional employee headshots** and other creative tasks as needed

Creative For Hire | Austin, TX

Creative Freelancer & Multimedia Specialist | May 2019 – November 2022

- Help brands in various industries **develop and expand their digital footprints** through content marketing and digital media strategies (including **SEO, blogging and link building**)
- Industries worked with include **global B2B SaaS developer, telemedicine entrepreneurs and ecommerce executives**
- Captivate audiences through content curation for **website, ads, landing pages, print and business collaterals**
- Engage audiences through **social media content creation and strategy**
- Create, manage and steer **digital advertising campaigns** (Google Ads, LinkedIn, YouTube and Facebook)
- Build brand trust through **authentic case studies**
- Build and track **email marketing** initiatives (**A/B testing**)
- Create eye-catching **graphic design assets**, including logos, newsletters, infographics, publications, digital ads and social media imagery
- Educate niche markets through **professional journalism**
- Capture the **unique voice of each client**
- Manage and grow social accounts, including **Facebook, LinkedIn, Instagram, X**
- Increase brand visibility through **strategic SEO techniques**
- Create **short-form social media video content**
- Track trends through **digital analytics**
- Consult clients on **digital SEO strategy**
- Earn **high-authority media placements** for executives
- Assist with **marketing automation** setup and execution

Community Impact Newspaper | New Braunfels, TX

Editor & Data Visualization Lead | October 2017 – May 2019

- Launched and oversaw **monthly publication** that was **delivered to 45,000+ mailboxes**
- Took the lead on all **planning meetings**
- Produced **detailed, in-depth infographics**

- Maintained website through **Wordpress CMS**
- Educated residents on community news and happenings in **the nation's second fastest-growing city** at the time
- Used **impeccable news judgment to mine and report on timely issues** within the city of New Braunfels, NBISD, Comal ISD and Comal and Guadalupe counties
- Created and managed a **strategic editorial calendar** with three-month advance planning
- Managed and provided **precise direction for freelance writers and graphic designer**
- Informed readers on **social media channels**
- Scheduled posts via **Social News Desk**
- Ensured editorial quality through **fact-checking, varied news sources and thorough copy editing**
- Reported site traffic and trends using **Parse.ly and Google Analytics**, adjusting strategy as needed
- Provided **strategic direction based on digital trends**
- Planned and performed **story photography**
- Authored the **top-performing company-wide story** in January 2019 (spanning multiple metropolitan markets)
- Grew the newspaper **from 28 to 36 pages** in a 1.5 year time span

Central Texas Medical Center | San Marcos, TX

PR/Social Media Coordinator | May 2012 – October 2017

- Marketed hospital service lines while working as part of an **in-house advertising team** (agency setting)
- Assisted in **donor relations and fundraising** efforts
- Served as **editor of Hill Country Health magazine**, a quarterly publication that reached a broad audience in Hays and Caldwell counties
- Managed **public website and employee Intranet site** (strong CMS experience)
- Informed audiences through the production of **newsletters tailored for employees, physicians and donors** (writing and graphic design)
- Created captivating messaging & designs for **posters, flyers, logos, event branding, ad campaigns and infographics**
- Developed and maintained positive **relationships with the local press and community**
- **Introduced professional in-house videography** to CTMC's marketing department to expand digital reach and promote fundraising efforts
- Created **health content commonly reaching over 10K views** on YouTube, with **one video reaching 300K+ views**
- Educated and engaged followers on **social networks**
- Developed and implemented **content marketing strategies**
- Organically **grew the social media audiences**
- Tracked digital trends with **Google Analytics & Bitly.com**
- Provided **campus tours** to new employees, donors and community members
- Fulfilled **public speaking** duties as needed
- Created and managed a **strategic editorial calendar**
- Maintained and planned content for the organization's **smartphone app**

Rachel Nelson Freelance | San Marcos, TX

Creative Professional for Hire | May 2011 – June 2012

- Wrote **blog posts, press releases and website content** for clients in various industries to help develop and grow their brands
- Completed **graphic design** jobs, including web design, infographics and publications
- Provided **social media marketing** services

The Scene Dining & Entertainment Guide | Amarillo, TX

Freelance Writer | April 2007 – March 2010

- **Wrote articles** for edgy Amarillo entertainment magazine
- Generated **unique story ideas** and brought to fruition on a monthly basis
- Topics covered include: **restaurant and product reviews, promotions for local events, local profiles** (such as bands, a BMX rider and the creator of a clothing line)

Amarillo Globe-News | Amarillo, TX

Copy Editor | June 2008 – December 2008, May 2009 – August 2009

- **Edited stories** prior to nightly press production
- Completed **page layouts in InDesign**
- Wrote **headlines and photo captions**
- Participated in **daily content planning**

Amarillo Globe-News | Amarillo, TX

Photographer | July 2005 – August 2006

- Scheduled appointments with clients and **took photos of cars for Drive Magazine**
- Helped **boost automotive sales** for local car dealerships

Education

1. Texas State University | San Marcos, TX

January 2009 - December 2011

Bachelor's Degree, Mass Communication - Electronic Media

Minor: Communication Design

The University Star | San Marcos, TX

News writer and page designer | August 2009 - December 2010

- Worked on the student newspaper staff as a news **writer covering campus and city news**
- Completed **page layouts** for the newspaper using Adobe InDesign

2. Amarillo College | Amarillo, TX

August 2004 - May 2008

Associate's Degree, Mass Communication - Print Journalism

Amarillo College Publications | Amarillo, TX

The Ranger, Editor-in-Chief | August 2006 - May 2007

- Conducted **weekly staff meetings, assigned stories and completed page layouts**
- Prior to my editorship, I held positions on the staff as a **page editor, editorial writer, columnist, web editor and graphics/photo editor.**
- My work **won several awards** from the Texas Intercollegiate Press Association and the Texas Community College Journalism Association.

AC Current Magazine, Editor-in-Chief | January – December 2006

- Planned and **assigned content** and **managed reporters**
- Completed **design and editing**

Scholarships

- **2004:** Panhandle Press Association Scholarship
- **2007:** Charles Burnside Scholarship — Awarded by the Texas Community College Teachers' Association
- **2010:** Stuart Long Scholarship for Aspiring Journalists — Awarded by The Austin Community Foundation

Community Involvement

- Leadership San Marcos, Class of 2017
- Mass media panelist, Texas State University — Dr. Harry Bowers' Media Careers Class, April 2019

Professional References

Kale Romberger, colleague at Teacher Retirement System of Texas

512-633-7706 | kale@romberger.com

Lisa Adams, former colleague at Central Texas Medical Center

512-663-6660 | lisa@hofv.org

Clay DeStefano, former supervisor at Central Texas Medical Center

830-221-8323 | claydestefano@gmail.com

Brad Russell, former supervisor at Central Texas Medical Center

830-258-3423 | brad_russell@yahoo.com

Mike Haynes, former journalism instructor, Amarillo College

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Skills

A/B TESTING
ADVERTISING COPY
AP STYLE
CONTENT MARKETING
EMAIL MARKETING
FULL-STACK STORYTELLING
GRAPHIC DESIGN=
HTML
INSTAGRAM
INVESTIGATIVE REPORTING
LINK BUILDING
LINKEDIN
MARKETING AUTOMATION
PAID CAMPAIGNS
PINTEREST
PROJECT MANAGEMENT
PROOFREADING/EDITING
PUBLIC RELATIONS
PUBLIC SPEAKING
SEO STRATEGY
SOCIAL MEDIA
TECHNICAL WRITING
TWITTER/X
VIDEO EDITING
VIDEO PRODUCTION
WORDPRESS
WRITING

Software

ADOBE CREATIVE SUITE
AHREFS
ASANA
CANVA
CMS SYSTEMS
CRM SYSTEMS
DRUPAL
FILMORA
FIGMA
GOOGLE ADS
GOOGLE ANALYTICS
HOOTSUITE
HUBSPOT
INDESIGN
MONDAY.COM
PARSE.LY
PHOTOSHOP
PREMIERE PRO
TRELLO
WORDPRESS

Industries Served

AGRICULTURE
B2B
BAIL BOND
CBD
DEFINED-BENEFIT PENSION
ECOMMERCE
EDUCATION
FASHION
HEALTH CARE
MEDICAL TECH
NONPROFIT
PUBLIC PENSION
SAAS
SUBSCRIPTION COMMERCE
SUPPLEMENTS
TECHNOLOGY
TELEMEDICINE
VETERINARY MEDICINE
WELLNESS