

RESUME

Rachel M. Nelson

📍 Austin, Texas Metropolitan Area

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My top 5 strengths according to Clifton StrengthsFinder®

Strategic | Adaptability | Individualization | Empathy | Ideation

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

Work Experience

Teacher Retirement System of Texas | Austin, TX

Communications Specialist | November 2022 – August 2026

At the Teacher Retirement System of Texas, I led the production of two monthly publications and managed **large-scale email campaigns reaching over one million members**. I created **web layouts** in Drupal, designed **visual assets**, and **produced engaging content** — including short-form video — for social media. I helped drive a **178% YouTube subscriber growth**, supported **paid campaigns via Google Ads**, and contributed to **internal communications** through daily newsletters, board meeting support, and employee photography. I also **managed and produced the TRS Talks video series**, which spotlighted inspiring stories from Texas educators.

Creative For Hire | Austin, TX

Creative Freelancer & Multimedia Specialist | May 2019 – November 2022

Helped brands across industries — including **B2B SaaS, telemedicine and ecommerce** — expand their digital presence through **content marketing, SEO, blogging, and link building**. Created and managed digital ad campaigns, email marketing initiatives with A/B testing, and **social media strategies** across LinkedIn, Facebook, Instagram and X. Built **brand trust** through case studies, professional journalism and high-authority media placements. Designed logos, newsletters, infographics, digital ads and social media graphics using **Canva and Adobe Creative Suite**. Produced **short-form video content**, tracked performance through analytics and consulted clients on SEO and marketing automation strategy while capturing each brand's unique voice. Clients included: [Tech N' Web](#), [GR0](#), [Cozymeal](#), [Blazed Magazine](#), [Allstate Bail Bond](#)

Community Impact Newspaper | New Braunfels, TX

Editor & Data Visualization Lead | October 2017 – May 2019

Helped launch and led a **monthly publication delivered to 45,000+ households**, covering community news in one of the nation's fastest-growing cities. Maintained the website via **WordPress**, managed a three-month **editorial calendar** and directed freelance writers and designers. **Reported on timely issues** across city and county governments and school districts, using strong news judgment and original reporting. Produced in-depth **infographics**, planned and executed story **photography** and ensured editorial quality through **fact-checking and copy editing**. Promoted content via social media using **Social News Desk** and tracked performance with **Parse.ly and Google Analytics** to inform strategy. Authored the company's **top-performing story** in January 2019 and expanded the publication from **28 to 36 pages in under two years**.

Central Texas Medical Center | San Marcos, TX

PR/Social Media Coordinator | May 2012 – October 2017

Marketed **hospital service lines** as part of an in-house advertising team, supported **donor relations** and served as editor of *Hill Country Health* magazine, a quarterly publication reaching audiences across Hays and Caldwell counties. Managed the **public website and employee intranet**, produced **newsletters for staff, physicians and donors**, and created **messaging and design** for posters, flyers, logos, event branding and infographics. Introduced **professional videography** to expand digital reach, with health content **regularly surpassing 10K views** and one video reaching **over 300K**. Built strong **press and community relationships**, grew **social media** audiences organically and tracked performance using **Google Analytics and Bit.ly**. Led **campus tours**, fulfilled **public speaking** duties and maintained a **strategic editorial calendar** and **smartphone app content**.

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
806-670-9017 | jmhaynes@suddenlink.net

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

Technologies

ADOBE CREATIVE SUITE
AHREFS
ASANA
CANVA
CHAT GPT
CMS SYSTEMS
CRM SYSTEMS
DRUPAL
FILMORA
FIGMA
GOOGLE ADS
GOOGLE ANALYTICS
HOOTSUITE

Industries Served

AGRICULTURE
B2B
BAIL BOND
CBD
DEFINED-BENEFIT PENSION
ECOMMERCE
EDUCATION
FASHION
HEALTH CARE
MEDICAL TECH
NONPROFIT
PUBLIC PENSION
SAAS

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

HUBSPOT
INDESIGN
MICROSOFT COPILOT
MONDAY.COM
PARSE.LY
PHOTOSHOP
PREMIERE PRO
SOCIAL PLATFORMS
TRELLO
WORDPRESS

SUBSCRIPTION COMMERCE
SUPPLEMENTS
TECHNOLOGY
TELEMEDICINE
VETERINARY MEDICINE
WELLNESS