

## Rachel Gintner Orlando

r.gintnerorlando@gmail.com ■ [LinkedIn](#) ■ 920-973-1942 ■ 114 W. Lloyd St., Milwaukee, WI

### EXPERIENCE

*Assistant Writer & Editor, Marquette University*, Milwaukee, WI — part-time March 2023-Present

- Ideate, outline, write, and edit material for university publications, primarily for flagship Marquette Magazine
- Edit for university messaging, quality, and style; proofread, copyedit, and developmental editing as needed
- Regularly create articles in Wordpress; optimize headlines, subheads, copy for both our audience(s) and SEO
- Key player in working meetings; collaborate proactively with designers, social media, web, and email teams

*Freelance Editor, Silvergreen Editing*, Milwaukee, WI — remote Dec. 2022-Present

- Freelance writer and editor for hire; primarily SEO-driven article writing for digital marketing and web traffic

*Communications Strategist, City of West Allis* Oct. 2021-Dec.2022

- Serve as lead storyteller for the City of West Allis; ensuring accurate, compelling print and digital comms
- Oversee social media: City, That's Why West Allis, West Allis Farmers Market, and Depts. (Canva graphics)
- Lead writer/editor for City magazine newsletter (32,000 households) and e-newsletter (1,000 subscribers)
- Ideate, finalize messaging internally and externally for all City communications (using SMEs as able)
- Strategize, deliver compelling email marketing to subscribers for Events, Farmers Market bases
- Lead promoter/marketer supporting City events: webpages, ads, social, email, live on-site photography
- Maintain and monitor intranet and City website; ensure web usability and ADA compliance met
- Own all email marketing and weekly messaging; curate and ghostwrite internally for audience of 600
- Increase open rates for flagship monthly e-newsletter, *It's Your City*, by 17% year over year (Mailchimp)

*Content Marketing Specialist, GSC*, Germantown, WI Sept. 2018-Oct. 2021

- Write weekly social copy and manage GSC brand presence on LinkedIn, Facebook, Twitter, YouTube
- Prioritize offering value-added content to grow followers, increase awareness, and build brand loyalty
- Create all emails for event, promo, training, and nurture needs; drafting, writing, editing, testing included
- Increased LinkedIn follower count by 866 members or by 54% over 2 years with value-added content
- Implement web updates for compelling displays of time-sensitive webinars, promos, and product updates
- Instrumental in two-member website redesign; advised on information architecture and new navigation
- Head project manager for blog development; write, ghostwrite, and coordinate internal authors and blogs
- Utilize Asana for project management organization, project updates, and timely communication with team

*Freelance Line Editor, PowerKids Press of Rosen Publishing*, Rochester, NY (remote) Nov. 2017-Aug. 2019

- Edit series of children's science textbooks teaching environmental sustainability and climate knowledge
- Fact-check content; update content to 3<sup>rd</sup> / 4<sup>th</sup> grade reading level; modify content for consistency
- Navigate Adobe InCopy and Woodwing software to implement editing changes or ask / answer queries

*Content Editor II, CivicPlus*, Manhattan, KS Oct. 2015-May 2018

- Manage high priority tasks in a deadline-driven environment, balancing 2-5 implementations per week
- Provide reliable customer service and website updates for a high-touch virtual webmaster client
- Edit efficiently while implementing web usability and compliance requirements

*Client Services Coordinator, Real Change News/Homeless Empowerment Proj.*, Seattle Aug. 2014-Aug. 2015

- Manage the program's Facebook account, posting regularly with engaging content; oversee internal blog
- Oversee front sales desk selling 300+ vendors their newspapers; field phone calls
- Conduct vendor orientation and sales training for 2-10 new vendors
- Volunteer as contributing writer to the newspaper; delivering a personalized, weekly vendor interview

*St. Norbert College, Production Editor* (May 2012-May 2014) // *Publications Intern* (June 2012-May 2014)

- Review and edit 100+ international submissions; utilize InDesign for publications
- Proofread and edit weekly publications for college website, magazine; conduct interviews for e-newsletter

**EDUCATION** St. Norbert College ■ Bachelor of Arts, May 2014 ■ English & Rels Studies ■ 3.98, Summa Cum Laude