

RACHELEMCLEAN.COM

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EDUCATION

BOSTON UNIVERSITY COLLEGE OF COMMUNICATION, BOSTON, MA

MAY 2018

Bachelor of Science Double Major in Journalism and Public Relations, Cum Laude
Minor in History

EXPERIENCE

DELL EMC SERVICES: HOPKINTON, MA

JUNE 2017 TO PRESENT

DIGITAL MARKETING INTERN

- Managed daily social media postings on Facebook and Twitter
- Developed graphics for social posts and blog features
- Formatted blog posts on InFocus, Dell EMC's highest viewed blog, and managed images, metadata and keywords
- Assisted in developing five customer reference videos
- Conducted audits of blog authors, newsletter subscribers and newsletter content and analyzed results

CULTURE MAGAZINE: BOSTON, MA

JANUARY 2017 TO MAY 2017

EDITORIAL/WEB/SOCIAL MEDIA INTERN

- Wrote pieces for online and printed magazine adhering to publication style guide and daily deadlines
- Scheduled posts, responded to comments and recorded analytics for social media platforms
- Conceptualized and wrote posts for personal blog series

SOMETHING CURATED: LONDON, ENGLAND

OCTOBER 2016 TO DECEMBER 2016

JOURNALISM INTERN

- Contacted article subjects and press agencies to increase publication reach
- Transcribed and edited interviews
- Wrote original content for website and social media channels
- Created publication's first media kit
- Researched and began outreach for possible contributors, future topics and potential article subjects

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA: BOSTON, MA

OCTOBER 2016 TO OCTOBER 2017

COMMUNICATIONS COORDINATOR FOR PRSSA 2017 NATIONAL CONFERENCE

- Managed daily social media postings on Facebook and Twitter
- Composed email blasts to over 1,000 students
- Collaborated with the 2017 National Conference Committee and PRSSA National on conference planning and messaging
- Managed day of volunteers, speakers and communication
- Procured sponsorship and in-kind donations

BIG BROTHERS BIG SISTERS OF MASSACHUSETTS BAY: BOSTON, MA

JUNE 2016 TO AUGUST 2016

COMMUNITY ENGAGEMENT INTERN

- Composed blog posts for website from interviews, documents and personal ideas
- Photographed, recorded and assisted in hosting fundraisers and events
- Wrote and pitched press releases covered by local papers
- Drafted social media posts and updated office's social media calendar

BOSE PROFESSIONAL: FRAMINGHAM, MA

JUNE 2015 TO AUGUST 2015/DECEMBER 2015 TO JANUARY 2016

MARKETING INTERN

- Conducted market research on 15 competitive companies and presented findings supporting development of new website
- Created social media schedule and composed social media posts and
- Created a sales tool of sample installations with written descriptions of site details used by sales teams worldwide
- Reorganized and added to company database of global installations to improve accessibility of company history

SKILLS AND AWARDS

COMPUTER PROGRAMS: Proficient with Microsoft Office; Adobe Photoshop

SOCIAL MEASUREMENT AND ANALYTICS PLATFORMS: Deep understanding of Twitter, Facebook, Instagram, Snapchat, Medium, Wordpress, Hubspot, Sprinklr, Hootsuite and LinkedIn

AWARDS: PRSSA Outstanding Member Award, PRSA Foundation Neumeier Family Leadership Award, BU PRSSA 2018 Edward L. Bernays Award