

RACHEL HORNAV

MARKETING MAVEN

EXPERIENCE

- **Bottom Line Marketing**
Social Media Manager
July 2018 - PRESENT
Manage and create content for multiple retail clients. Successfully growing following and sales on social pages through paid and organic efforts.
- **Creative Circle**
Marketing Freelancer
Working with Creative Circle clients on a number of different projects including graphic design, email marketing, digital copywriting, brand awareness, and B2B marketing. Clients include Denver Day of Rock, Amp the Cause, Adder America, DSST, FBC Remodel.
- **Natural Grocers**
Social Media Coordinator
June 2017 - July 2018
Managing social media and marketing collateral for the recruiting department. Successfully sourced candidates through digital marketing strategies.
- **Smith & Beta**
Freelance Designer/Social Media Specialist
December 2017 - June 2018
Smith and Beta is an education company. I designed decks and assignment sheets as well as website updates. Managed social media content and email marketing efforts for events and brand awareness.
- **Brandzaffair**
Social Media Manager
September 2016 - March 2017
Brandzaffair is a shopping website start up. I was a freelance social media manager. I created and posted content for Twitter, Pinterest, and Instagram.
- **The Goss Agency**
Copywriter
June 2016 - September 2016
A boutique agency in Asheville, NC. I focused on writing copy for travel and tourism client's social media and print media. Lead to freelance position for Brandzaffair social media.
- **Savannah Music Festival**
Freelance Graphic Designer
August 2015 - December 2015
I worked on print collateral for the 2016 SMF. Helped manage and create content for SMF social media and website for the 2016 festival season.

EDUCATION

- **Savannah College of Art and Design**
2013 - 2017
MFA Advertising
- **University of Oklahoma**
2009 - 2013
BA Advertising
- Minor in Graphic Design

SKILLS

- **Adobe Creative Suite**
- **Google Analytics / Google Ad Words**
- **Social Media Management Tools**
 - Hootsuite
 - Sprout Social
 - AdEspresso
 - Facebook Ad Manager
- **SEO Optimization**
- **Curiosity and Grit**



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