

RACHEL HORNAY

• Hornay by name, content queen by trade. •

ABOUT ME

Forward-thinker with 10+ years of experience leading UX, content strategy, and user research. I've mastered metadata, information architecture, and content design. I design with words to create a usable, useful, and responsible experience—more than just arranging letters into sentences. When I'm not geeking out over content, you'll find me with a book in hand, hitting the trails, or playing in the band.

EXPERIENCE

2022-2025 Beam Brand Center Inc. (formally Monigle)

Director of Content Strategy

- Led a team in shaping user journey and content design for Beam's brand enablement platforms.
- Utilized platform analytics and user research to make data-driven content optimization decisions.
- Oversaw the development of information architecture and taxonomies to enhance usability and navigation.
- Created product educational CMS training to improve Beam's Knowledge Base.
- Led content services for platform customers, including auditing, UX research, content creation, and more.
- Expert in metadata architecture optimization of digital assets for a DAM (Digital Asset Management).

2020-2022 WealthCounsel (formally LAB Services / ElderCounsel)

Content and Brand Strategist

- Developed brand strategies to enhance market positioning and increase brand awareness.
- Managed a team of content writers to create engaging B2B and B2C blogs and case studies.
- Crafted SEO-optimized website copy, email content, and social media campaigns for nationwide clients.
- Developed a process to improve Elder Docx platform microcopy throughout the user journey.

2018-2020 Loudr — A Bottom Line Agency

Social Media Manager

- Created and managed social media content, increasing engagement through paid and organic social media strategies.
- Oversaw social content, email campaigns, website updates, and budgets for high-end clients.
- Analyzed and reported social media performance to achieve client goals and drive growth.

2017-2018 Natural Grocers

Marketing Coordinator

- Managed social media and website content for the recruiting department and beyond.
- Successfully engaged users through digital marketing strategies on the website and social.

2017-2018 smith and beta

Content Specialist (Contractor)

- Developed brand identity on website and social media for talent development start-up.
- Designed decks, assignment sheets, and data-driven infographics to promote learning events.

EDUCATION

2013-2017 Savannah College of Art & Design (SCAD)

- MFA Advertising

2009-2013 University of Oklahoma

- BA Advertising
- Minor in Graphic Design

SKILLS & TOOLS

- Leadership
- UX Writing and Research
- Knowledge Management Systems (KMS)
- Asset Management (DAM) and Metadata
- Figma Design Tools
- Brand and Content Strategy
- Design Thinking and User-centric

BONUS CONTENT

- Distinction Award at the 2024 REBRAND™ 100 Global Awards
- Ad Club — President (2020-2022)
- HOW International Design Award (2017)
- Google Analytics Certification
- Hubspot and SEMrush Certifications
- User Research and Testing certification