

# RACHEL CALVIS

## DIGITAL CREATIVE AND MARKETING PROFESSIONAL

### SKILLS

- Google Ads
- Google Analytics
- HubSpot
- CallRail
- Canva
- Copy Editing
- AP Style
- Adobe Photoshop
- Adobe Premiere Pro
- Podcasting
- HTML Code
- ChatGPT/Perplexity AI
- Italian (Conversational)

### EDUCATION

**OHIO UNIVERSITY | 2018-2022**  
B.S in Journalism: Strategic Communications,  
Minor in Marketing

### CONTACT INFO

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404-513-1071

### ABOUT ME

I am a digital marketing professional who's determined, adaptable, and passionate beyond compare. Since graduating from Ohio University, I've continued to expand my skill sets in account management, video editing, pay-per-click advertising, and more. For more information about my qualifications, feel free to contact me.

### PROFESSIONAL EXPERIENCE

- 2022 SIXTH CITY MARKETING | CLEVELAND, OH**  
**PPC STRATEGIST/ACCOUNT MANAGER | JUNE 2022- PRESENT**
- Construct SEO copy for 50+ clients
  - Manage approximately 14 clients and \$45,000 monthly in Google Ads
  - Serve as the account manager for 5+ accounts
  - Report on KPIs with Google Analytics, HubSpot, and CallRail
  - Review and edit PPC ad copy and landing pages
  - Edit Sixth City Marketing's YouTube and Instagram videos
- 2021 OHIO DIGITAL MARKETING AGENCY**  
**PRESIDENT | FEBRUARY 2021-MAY 2022**
- Founded the overall goal and mission of the organization
  - Worked with a team of 6 to teach and initiate digital marketing strategies for 5+ clients
  - Helped 20+ students improve their networking and career-readiness skills
- 2020 THE BORGEN PROJECT | REMOTE**  
**REGIONAL DIRECTOR | JUNE 2021 - DECEMBER 2021**
- Mobilized 40+ individuals to email Congress about global poverty legislation
  - Built congressional leader portfolios for lobbying purposes
- PUBLIC RELATIONS AND MARKETING INTERN | MAY-AUG. 2020**
- Created 40+ social media posts to promote brand awareness and mobilize advocates
  - Raised over \$1,200 to go toward global poverty legislation
  - Collaborated with local artists to create a grassroots campaign
  - Lobbied Rep. Steve Stivers for an international presence in the COVID-19 Response Package
- 2019 ACADEMIC ACHIEVEMENT CENTER | ATHENS, OH**  
**WRITING AND STUDY SKILLS TUTOR | DEC. 2019- MAY 2022**
- Helped students strengthen their writing, grammar, and time management skills
  - Reviewed and enhanced 5 to 10 papers per week