

RACHEL CALVIS

DIGITAL CREATIVE
AND MARKETING
PROFESSIONAL

SKILLS

- Canva
- AP Style
- Adobe Photoshop
- Adobe Premiere Pro
- Italian (Conversational)
- Google Analytics
- Google Search Console
- Google Ads
- SE Ranking
- Photography/Videography
- Audio/Video Editing
- Podcasting
- Copy Editing
- HTML Code
- Press Releases
- Search Engine Optimization
- ChatGPT/Perplexity AI

CONTACT ME

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ABOUT ME

I am a digital marketing professional who would describe myself as witty, determined, and passionate beyond compare. Since graduating from Ohio University, I've continued to expand my skill sets in content writing, video editing, pay-per-click advertising, and more. For more information about my qualifications, feel free to contact me directly.

EDUCATION

OHIO UNIVERSITY

2018-2022 | AB Journalism: Strategic Communications, Marketing Minor, Political Communications Certificate

- Received Dean's List 6 consecutive semesters
- Maintained a 3.8 Cumulative GPA and 3 academic scholarships

PROFESSIONAL EXPERIENCE

2022

SIXTH CITY MARKETING | CLEVELAND, OH

JR. PPC STRATEGIST/ACCOUNT MANAGER | JUNE 2022- PRESENT

- Increase each client's search equity through ongoing website optimization and paid management
- Construct and edit concise marketing copy for over 40 clients in fields like manufacturing, ecommerce, and higher education, among others
- Derive impactful results for the Sixth City Marketing account through content writing and video producing for social media and YouTube

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, advise, and initiate digital marketing strategies for clients
- Lead an organization of over 20 students, covering topics such as digital marketing, networking, and career readiness

2020

THE BORGEN PROJECT | REMOTE

PUBLIC RELATIONS AND MARKETING INTERN | MAY-AUG. 2020

- Created over 40 social media posts to promote brand awareness, mobilize advocates, and raise money
- Raised over \$1,200 to go towards global poverty legislation
- Collaborated with local artists to implement a 1-Mile Campaign in Athens, Ohio
- Lobbied Rep. Steve Stivers for an international presence in the upcoming COVID-19 Response Package

2019

ACADEMIC ACHIEVEMENT CENTER | ATHENS, OH

WRITING AND STUDY SKILLS TUTOR | DEC. 2019- MAY 2022

- Accommodated Ohio University students in strengthening their writing, grammar, and time management skills
- Reviewed and enhanced on average 5 to 10 papers per week

2017

AMERICAN GIRL DOLL BOUTIQUE AND BISTRO | ATLANTA, GA

SERVER | OCT. 2017 - MAY 2020

- Provided excellent customer service for eager children, as well as their friends and family
- Generated numerous positive customer reviews over three years of employment
- Hosted birthday parties for guests ranging from 10 to 30 people