

# Rachel Jackson

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**Objective** To obtain a position that will test my abilities, expand my knowledge and reward my talents.

## Experience

10/07 – 8/09

### **Scheitlin Communications, Carmel, Indiana**

*Account Executive/Publicist*

- Primary agency contact for 16 clients from industries such as financial, non-profit and healthcare
- Examined current client marketing situations and recommended strategies based on short- and long-term goals, time and budget constraints and available marketing vehicles
- Managed timelines and budgets to ensure they remained within the designated project scope
- Created and monitored weekly task-lists for staff members – confirming each project was kept in motion
- Coordinated with the necessary outside vendors, designers and copywriters to attain the desired project results
- Actively participated in driving business through networking events and new business initiatives
- Estimated and submitted numerous project proposals each quarter, budgets ranging from \$2K-100K
- Proofread documents (technical and non-technical) to ensure design requirements, brand standards and content consistencies were achieved

1/05 – 8/07

### **Axiom Advertising, Schaumburg, Illinois**

*Account Executive/Traffic Coordinator/Media Buyer/Office Manager*

- Coordinated production schedules for both broadcast and print, averaging 60 placements per week
- Streamlined internal communications in the areas of media buys, proposal requests and billing
- Responsible for internal financial billing- account receivables
- Audited broadcast buys against contract confirmations and traffic instructions
- Adhered to budget constraints to achieve advertising goals, budgets ranging from \$10K-150K
- Handled compliance with federal, state and manufacturer advertising regulations- responsible for proofing and editing ads for legal and factual accuracy

3/04 – Present

### **The Honey Wafer Baking Co., Peggie's Passion, Attorney Theresa V. Johnson, The Village of Richmond**

*Consultant*

- Developed publicity strategies based on core competencies and upcoming events
- Created press kits that include pitch letters, backgrounders, photo layouts and fact sheets
- Established media lists and targeted editors of local and regional publications
- Secured national and local media placements exceeding 5,000,000 impressions

1/04 – 5/04

### **Dome Communications, Chicago, Illinois**

*Intern, Public Relations*

- Managed media tracker for InterfaceFLOR product placements in print, broadcast and online
- Achieved placements in national publications for InterfaceFLOR, and Cold Stone Creamery

5/03 – 8/03

### **Merton G. Silbar Public Relations, Glenview, Illinois**

*Project Assistant, Public Relations*

- Organized part of the National Headache Foundations Migraine Masterpieces National Art Contest
- Attended satellite media tour that reached 500,000+ viewers nationwide

## Education

2001 – 2003

### **Northern Illinois University, DeKalb, Illinois**

Bachelors of Science, Integrated Marketing

Major GPA: 3.88/4.0

Cumulative GPA: 3.25/4.0

1999 – 2001

### **McHenry County College, Crystal Lake, Illinois**

Associate of Science, General Curriculum

## Skills

MS Office Suite, Bacons Media Source, SPSS Statistical Software Package, Factiva, various back-end website tools, Mac and PC proficient, attended IL state sponsored Grantsmanship writing workshop 2006, Google Adwords Qualified Individual 2007, member of the American Advertising Federation – Indianapolis chapter, completed Marketing Technology Training program through Vincennes University – June 2009, versed in social media vehicles – LinkedIn, Twitter and Facebook