

RACHEL ANDERSON

rachel.a.anderson@hotmail.com

Experience

Marketing Coordinator | Holland & Hart LLP

August 2018 – present

An AmLaw 200 firm with offices in eight states and more than 400 attorneys. This role supports the Marketing Manager for assigned practice groups in marketing, communications, and business development efforts.

- Working with attorneys across multiple practice groups: Intellectual Property (2018-19); Labor & Employment; Commercial Litigation; Real Estate, Construction, Finance & Banking; and the litigation consulting group Persuasion Strategies
- Collaborate with various departments to support strategic goals and pursuits – including financial services, communications, business development, hospitality, and outside vendors
- Guided the Persuasion Strategies consulting team through a full rebrand of visual materials for proposals and reports that eventually extended to the website
- InDesign for creating marketing collateral for attorneys; Microsoft Dynamics for event support, client data, and similar attorney relationship insights

Marketing and Communications Manager | Adams County Economic Development

March 2017 – March 2018

ACED is now called the Adams County Regional Economic Partnership. This role supported the organization's membership recruitment and retention efforts, business development, and attraction and retention of primary businesses.

- Led planning and marketing for annual awards banquet and secured a visit from one editor from an international business publication covering real estate and economic development
- Revamped elements of visual style for brand elements
- Managed content on three social media channels and led double-digit organic growth in all, including a 30% growth in followers on LinkedIn
- Created and delivered content to members and local businesses via email newsletter twice monthly – with open rates higher than 30% and CTR of almost 20%

Communications Producer | Tri-State Generation and Transmission Association

May 2016 – January 2017

An electric cooperative serving communities in the rural west, with an internal communications team covering member electric cooperatives and employees and an external communications team aimed at connecting with the residents in the co-op's rural four state coverage region.

- Project management and campaign development for launch of subsidiary property used for guided hunting expeditions

- Supported The Work of Power marketing campaign on 50+ company events. Managed ten support staff members and coordinated with outside contractors on unique challenges faced
- Developed and delivered email blasts to member system CEOs and managers on behalf of the Senior Vice President of Member Relations

Marketing and Business Development Coordinator | 360 Media

November 2011 – April 2016

A full-service marketing and advertising agency offering multiple services to a wide-ranging base of clients including transit providers, large developers, public private partnerships, hospitals, and non-profit organizations.

- Organized media kickoff event and led PR efforts for the 2012 US Capitol Christmas Tree with Choose Outdoors, the US Forest Service, and other partner groups
- Business development for 360 Media – from drafting RFP responses to federal grant contracts to writing proposals and pitches for potential client work. Averaged one per month over a two-year time span
- In addition, I worked as primary manager for the local transit system's employer pass subsidy program, providing daily customer service support to companies and individuals across the area. This work came as part of a grant program to increase transit ridership, which included creating and executing a marketing plan to promote the program among residents and business owners

Education

Master of Science, Integrated Marketing Communications
Roosevelt University | Chicago, IL

Bachelor of Arts, Communications
Valparaiso University | Valparaiso, IN