

REBECCA McCRACKEN

creative professional

QUALIFICATIONS

Over 13 years of experience in editing, writing, and communications, as well as marketing a variety of clients and products utilizing traditional and digital marketing practices. Focused skills in client and vendor relationships, project management, marketing consulting and development, budget strategy and ROI evaluations, media buying, report analysis, editing and quality assurance, content creation.

2017 **Student Loan Hero** remote

2018 **Managing Editor**

Quarterbacked the editorial team, ensuring the entire team had the resources, training, and direction to execute efficiently on the editorial mission. Additional responsibilities included onboarding and training editorial staff, developing and optimizing editorial and cross-functional processes, maintaining team's time-off calendar and budget, and ensuring team had the analytics and tools they needed to succeed.

JANUARY 2017—DECEMBER 2017, Sr. Digital Editor

Main responsibilities were editing and publishing articles via Wordpress. Other responsibilities included keyword research, completing monthly projects to improve editorial processes and support company's quarterly goals, collaborating with writers, creating and maintaining the SLH style guide, responding to online help desk tickets, replacing and fixing broken links and errors on the site.

2014 **Fuel Medical** camas, wa

2017 **Quality Assurance Manager**

Responsible for final approval of all accounts' creative assets and deliverables: checked for brand/design compliance and consistency, HIPAA compliance and overall effectiveness. Expedited and improved project manager workflow by developing processes and training tools to support consistent execution of campaign strategies, initiatives and collateral.

2011 **SpringActive, Inc.** tempe, az

2012 **Marketing Manager**

Created digital/print collateral materials. Project manager for complete overhaul of company website, including the addition of new media and photography. Coordinated company presence and activities at industry events and trade/consumer shows.

- 2011 **Boon Inc.** tempe, az
Public Relations and Communications Manager
 Created and distributed all internal and public-facing documents. Managed all aspects of company publicity and media product placement. Developed advertising budget and campaigns. Built relationships with parent support groups, charities and media. Coordinated product catalog photoshoots, trade and consumer show activities, vendor presentations and all other events.
- 2009 **Zog Media** scottsdale, az
Marketing Coordinator
 Created all digital and public-facing collateral for new social media site. Extensive digital guerrilla marketing to pique public interest and generate media attention.
- 2007 **Phoenix Picks (Westover Media)** phoenix, az
 2011 **Senior Editor**
 Provided editorial spotlight and support for local, independent businesses to increase sales and promote brand recognition.
- 2007 **Virgo Publishing** phoenix, az
 2008 **Associate Editor**
 Acting as managing editor, led complete redesign of publication appearance, content, and brand. Managed editorial calendars and article assignments. Designed layout and managed production process monthly. Managed data content using company CMS.



Millersville University

millersville, pa

Major: English

Minor: Journalism

Degree: Bachelor of Arts



TECHNICAL SKILLS

Experienced in WordPress, CoSchedule and in-house Content Management Systems, Jira, Asana, Groove, IO Analytics, Google Analytics, pulling/analyzing internal reports, MailChimp, Silverpop, Constant Contact, Adobe InDesign, and HTML/CSS.