

REBECCA McCRACKEN

marketing & communications strategist

QUALIFICATIONS

Over 16 years of experience. Focused skills in team and project management; marketing consulting and plan development; content development, creation, and management; editing and editorial strategy; process creation; client and vendor relationships; budget strategy and ROI evaluations; media buying; KPI analysis.

2020 **Plastic Sunshine** remote

Now **Project, Studio, & Biz Dev Manager**

Direct project manager for Widmer Brothers Brewing, Peak Recovery, and PICO; worked directly with clients throughout the entire cycle for every project. Copywriter for Nike's Jordan brand and researcher for Nike's Underestimated podcast.

Created and implemented processes for project management, creative resourcing and vendor contracting. Headed all hiring initiatives from developing role definitions and job duties to screening candidates and facilitating interviews and hiring. Wrote in-house and client-facing creative briefs and scopes of work. Responsible for QA and edits for all outgoing creative collateral.

Developed and led strategic business development email campaign outreach efforts with consistent open rates between 20-49% and clickthrough rates between 1.6-14%.

2009 **McCracken Communications** remote

Now **Marketing and Content Development Specialist**

Creation and revision of digital and print content and marketing collateral, as well as business development and sponsorship opportunities outreach. Specialized focus in personal finance fact-checking/compliance and healthcare.

Most recent clients include Slick Deals, Millennial Money Man, FinanceBuzz, Listo, Lending Tree/MagnifyMoney, The Plutus Awards, Tea Time Podcast, You're Gonna Need a Bigger Bottle Podcast, Briz Media Group, RevSpring Inc.

- 2020 **Big Life Journal** remote
Content Director & Editor-in-Chief
 Developed and implemented multifaceted content creation and distribution campaign. Created and implemented company style and voice/tone guide. Hired, managed, and mentored freelance writers. Edited all blog and company content, optimizing for SEO. Worked with social media managers to repurpose blog content for social media. Developed and published weekly email newsletters.
- 2019 **Dataquest** remote
 2020 **Managing Editor, Project Manager**
 Created processes around project management, kept authors on track and productive. (Due to new processes, we released 22 courses in 2019 versus 8 courses in 2018, a 175% increase.) Responsible for creating and maintaining voice/tone and style guides; worked cross-functionally with engineering/marketing teams; and deployed courses/site changes. Hired and managed copy editor.
- 2017 **Student Loan Hero** remote
 2018 **Managing Editor**
 Helmed the editorial team via hiring, onboarding, and training new staff; managing copy and visuals editors; developing and overseeing the content team's conference schedule and budget; tracking writer and editor production; building and optimizing our editorial and cross-functional processes; and heading the multi-department article optimization process to improve article SEO and boost traffic.
- 2014 **Fuel Medical** camas, wa
 2017 **Quality Assurance Manager**
 Responsible for final approval of all 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.
- Marketing Manager (2014-2015)**
 Marketing development, planning, execution and budget strategy for large university hospital and private practice ENT physicians. Personal focus branding, advertising and internal process evaluation, project management, media buying, marketing tracker implementation and ROI evaluations.

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

2012

Marketing Manager

Project manager; projects included creating digital/print collateral, complete overhaul of company website, addition of new media, coordination of company presence and activities at industry events and trade/consumer shows.

2011 **Boon Inc.** tempe, az

Public Relations and Communications Manager

Concepted, wrote, and distributed all internal and public-facing documents. Managed all aspects of company publicity and media product placement. Developed advertising budget and campaigns.

2007

2011

Phoenix Picks (Westover Media) phoenix, az

Senior Editor

Provided editorial spotlight and support for local, independent businesses to increase sales and promote brand recognition.

2007

2008

Virgo Publishing (now Informa) phoenix, az

Associate Editor

Wrote monthly B2B research-based articles. Managed editorial calendars and article assignments. Designed layout and managed production process monthly. Led complete redesign of publication.



Millersville University

millersville, pa

Major: English

Minor: Journalism

Degree: Bachelor of Arts



TECHNICAL SKILLS

Experienced in Adobe InDesign, Asana, Circle CI, Constant Contact, CoSchedule, Flodesk, Git, Github, Google Analytics, Groove, HTML/CSS, In-house Content Management Systems, IO Analytics, Iterable, Jira, Jenkins, MailChimp, Mode, Monday, SEMRush, WordPress, Zendesk