



Rachel Polan

Digital Marketing Specialist

Contact: rpolan14@gmail.com 402.281.8837

Digital Portfolio: writeitourachel.com

Most recent media samples available by request via email

Education

Bachelor of Arts in Journalism, Theatre & Spanish from Augustana University in Sioux Falls, South Dakota.

Vice President Alpha Psi Omega, Theta Psi Cast 2 years.

Business Manager Augustana Collaborative Theatrical Society 1 year.

Work Experience

Marketing Director

Sioux Falls Pride 2019

January 2018-Present

Coupled with a one-year internship, accomplishments in this position include doubling the followers of main social media channels, strengthening the brand presence on new channels for the organization including YouTube and Twitter, and creating and executing a successful video-based marketing plan for the 2019 Pride events.

911 Communications Operator

Metro Communications

September 2018-May 2019

Communication in high pressure situations with colleagues, law enforcement officials and callers to coordinate effective and efficient police, fire or medical response in Minnehaha county are a few of the accomplishments in this position. Communication operators also execute professional written communication to other law enforcement agencies and within Metro on a daily basis.

Contributing Writer

Augustana University *Mirror*

September 2016-May 2018

Wrote news, sports, human interest, and opinion pieces. Published in print and online. Samples can be found at augiemirror.com/?s=rachel+polan

Associated Skills

- Four years work experience in videography and photography in journalistic style
- Video and visual content creation with Adobe InDesign, Premiere Elements, Gimp and basic Photoshop knowledge
- Proficient in Microsoft Word, PowerPoint and Excel and corresponding Google Programs
- Creation and management of marketing plans from concept to completion
- Classroom experience in critical/editorial writing, feature writing, news writing and AP style
- Interpersonal communication as an independent contractor with new and returning clients in person and online
- Theatrical production management collaborating with students and professionals
- Cognitive shifting development through work as a 911 dispatcher

References

Quinn Kathner

Sioux Falls Pride President

quinn.k@siouxfallspride.org 605.695.8654

Janet Blank-Libra

Director of Journalism, Augustana University

blanklib@augie.edu 605.274.5436

Brita Cauble

Director of Augustana University Learn to Swim Program

bjcauble15@ole.augie.edu 605.274.4636

Ona Recker

Business Manager for Metro Communications

oreker@911metro.org 605.367.7000
