



## Rachel Polan

## Digital Marketing Strategist

Contact: rpolan14@gmail.com 402.281.8837

Digital Portfolio: [writeitoutrachel.com](http://writeitoutrachel.com)

*Most recent media samples available by request via email*

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### 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.

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### Work Experience

#### **Marketing Director**

Sioux Falls Pride

October 2017-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. Chair of Marketing Committee 2018-present and Youth Committee for 2020. Board Member since Fall 2019.

#### **Communications Coordinator**

Brandon Valley Area Chamber

July 2019-Present

Achievements in this position include creating and curating a twice-monthly newsletter, along with producing and maintaining marketing materials and campaigns for Chamber of Commerce events and projects. Frequently used programs include Canva, Later scheduling, Photoshop, Premiere Elements, Facebook Business and Google Analytics. Marketing and Member Relations committee member July 2019-present.

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### Associated Skills

- Google Analytics and Ads
- Adobe Creative Suite
- Facebook Ads/Business Manager
- WordPress website development
- Simultaneous work with various businesses' marketing under the Chamber
- Work entirely remotely for Pride
- Google Partner through the Chamber
- Email marketing, MailChimp and Constant Contact
- Social Media Analytics (Facebook, Twitter, Instagram)
- Canva and Photoshop graphics creation
- DSLR photography and videography
- Video content creation/editing with dSLR, livestream, screen recording, Vidyad, and Adobe Premiere Elements
- Scheduling Software (primarily Later but familiar with Hootsuite)

## **References**

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### **Quinn Kathner**

Sioux Falls Pride President

quinn.k@siouxfallspride.org

605.695.8654

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### **Kim Cerwick**

Former Brandon Valley Area Chamber of Commerce CEO/President

kimcerwick@yahoo.com

605.359.6087

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### **Janet Blank-Libra**

Director of Journalism, Augustana University

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