

Rachel Swick Mavity, MS

Digital Communications, Social Media, Storyteller

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Website for Writing Samples: <https://www.rachelswickmavity.com/projects>

Experience

Director, Social Media & Engagement, Hook PR & Marketing, Delaware 8/2021 – present
Social Media Consultant 10/2019 – present

- Oversee social media content, tone, and direction. Provide research into audience demographics, SEO, and hashtags.
- Meet regularly with multiple clients to strategize how to improve their channels.
- Complete analytics research and provide ongoing conversations around reach and engagement.

Digital Communications Coordinator, Beebe Healthcare, Lewes, DE 08/2013 – 08/2021

- Project manager: Website rebuild and redesign project – from scoping to page design to launch
- Project manager: Beebe TV commercials, from story boards to scripting to patient sourcing
- Project manager, writer & editor: Email Automation: Multiple newsletters, content creation, art sourcing, and launch of multiple drip email campaigns.
- Social media manager: Create, maintain, and execute a social media calendar. Monthly social media analytics reporting. Creation of social media graphics and icons using Canva.
- Researcher & interviewer: Regularly research medical topics, work with medical experts to create and send out medical information in a digestible format for the community.
- Publication editor & writer: Contributing to the planning of content of each issue of multiple publications. Work with team to set the editorial and creative direction and vision of publications.
- Storyteller - writing and editing: Magazine articles, press releases, email content, social media content, patient story articles, and outreach copy.
- Coordinate, assign, and oversee writers, interns, volunteers, and freelance correspondents.
- Experienced with: Adobe InDesign, Photoshop, Acrobat/Reader, Canva, Camtasia, iMovie, Trello, Microsoft Teams. Currently learning: Adobe Spark.

Content Coordinator, Best Version Media: Lewes Neighbors Magazine 04/2016 – present

- Copywriting, editing and proofreading content created by freelancers and providing detailed feedback.
- Creating content on various topics on provided information. Developing content for articles to engage audience.
- Proofreading content for errors or additions and ensure that content is written per instructions.

Photojournalist, Cape Gazette newspaper, Lewes, DE

05/2005 – 08/2013

Note: Exact dates: 05/2005 to 10/2008; 12/2011 to 08/2013 (took time off for other jobs and projects)

- Cultivated and maintained relationships with diverse stakeholders. Arranged and conducted interviews with individuals. Evaluated and followed up on news leads and news tips to develop story ideas.
- Writing, editing, and producing stories for multiple platforms, including Internet and newspaper. Photo and video creation and editing for both print and digital distribution.

Education

Walden University, Minneapolis, MN

06/2015 – 07/2018

MS, Communication Studies

Millersville University of Pennsylvania, Millersville, PA

09/2000 – 12/2004

BS, Public Relations with minors in Journalism and Anthropology/Archaeology.

Additional Certifications & Affiliations

HubSpot Academy – Inbound Marketing Certified

HubSpot Academy – Social Media Certified

National Incident Management System (NIMS) – Certified

Rural Health Public Information Officer – Certified

Member – The National Society of Leadership & Success

Former Chair, Website & Social Media Committee – Coastal Concerts

Future Interests

Developing and implementing healthcare provider-centered podcast

Planning and implementing on-platform social media funnels for lead generation

References Available upon Request

Salary Request: \$68,000