

# RACHEL ORI

Freelance Writer  
Public Relations + Content Specialist

## EDUCATION

August 2016-  
May 2019      **B.S. Public Relations**  
**Minors in Political Science & Speech Communication**  
Iowa State University | Ames, Iowa

## EXPERIENCE

July 2023 -  
Present      **Owner & Freelance Writer**  
RCO Freelance Writing | Des Moines, Iowa

- Owner of RCO Freelance Writing, which offers services in: feature articles, blog posts, listicles, email messaging and other copy needs.

August 2022 -  
July 2023      **Media Relations & Content Specialist**  
Greater Des Moines Partnership | Des Moines, Iowa

- Content writer for three weekly newsletters, news releases and media statements.
- Assist with event promotion, planning and coordination.
- Draft internal communication, including emails and presentations.
- Draft interview talking points and email messaging.

April 2021 -  
August 2022      **Strategic Communications Specialist**  
Two Rivers Marketing | Des Moines, Iowa

- Primary content writers for client social media, blog, e-newsletter and feature articles.
- Tracked digital & print media mentions on behalf of client.
- Identified editorial opportunities, conducted monthly audits of media work and assisted with planning for future opportunities.
- Traveled nationally on behalf of client to gather photo and video assets. Directed photo and video shoots.

October 2019-  
November 2020      **Development & Communications Associate**  
Vote Smart | Des Moines, Iowa

- **Development:** Tracked and deposited incoming donations. Engaged in communication with all potential and current donors.
- **Communications:** Pitched stories to local and national media outlets. Created and edited copy for presentations and email messages.

## SKILLS

- Social media management
- Adobe Photoshop & InDesign
- Meltwater
- Campaign Monitor
- monday.com
- Google Analytics