



Rachael  
Rohr *(Gillis)*

*Creative Marketer*

## CONTACT

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## SKILLS

### Social Media

#### Platforms

- Instagram
- Facebook
- YouTube
- X (Twitter)

#### Software

- Sprout Social
- Hootsuite
- Podbean
- Meta (Business & Ads)

### Design & Editing

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Adobe Premiere Pro/Rush

### Additional Software

- WordPress
- MacOS & Windows OS
- Microsoft Office
- Google Ads & Analytics
- Smartsheets
- Zoom, Slack, Teams

## CERTIFICATIONS

- Inbound Marketing  
(HubSpot Academy)

## SUMMARY

Creative Marketer with 6+ years of experience in demand generation marketing, social media management, brand development & strategy, and content creation. Detail-oriented, data-driven, and well-versed in working cross-functionally and in project management. Comfortable working remotely (3+ years) or in-office.

## EXPERIENCE

### Ethos Veterinary Health

#### Senior Creative Marketing Specialist

*July 2019 – Aug. 2023*

- Established and maintained social calendars for 11 Facebook and Instagram pages including monthly planning, daily publishing, social listening, designing graphics, copywriting, and video & photo editing that helped build an exemplary veterinary health brand.
- Managed a team of 10 content curators across 7 locations to compile impactful content that increased social media engagement and reach.
- Created digital-first strategies for internal and external campaigns.
- Wrote SEO content for social media, paid digital advertising, and blogs which contributed to an average of 150,000 monthly website visits.
- Conceptualized print and digital projects to find new ways to create high-impact experiences for B2B & B2C audiences.
- Cultivated a collaborative, innovative work environment as a team leader by uplifting & training new team members.

#### Creative Marketing Assistant

*Aug. 2017 – July 2019*

- Provided support on updates and edits to websites, print & digital advertising, emails, and print materials.
- Supported growing social media efforts by managing 5+ brand and location pages which led to follower growth.
- Developed in-depth knowledge of the industry to deliver exceptional, cohesive brand language.

#### Marketing Intern

*May 2017 – July 2017*

- Assisted rebrand projects for multiple hospital acquisitions including collateral design, internal and external communications, and printing.
- Composed compelling & creative blog articles that boosted social engagement and increased website traffic.

### All Creatures Veterinary Hospital

#### Client Care Specialist

*May 2015 – May 2018*

- Developed time management, organizational, and communication skills through client-facing interactions over the phone, at the front desk, managing the schedule, and handling daily transactions.

## EDUCATION

### Bachelor of Science in Business Administration

*Salem State University*

*Sept. 2014 – May 2018*

Concentration: Marketing, Minor: Economics

GPA: 3.96