

# Rachel Carter

byrachelcarter.com

12154 E. Nevada Pl.  
Aurora, CO 80012

970-581-8071  
byrachelcarter@gmail.com

---

## **FREELANCE WRITER/EDITOR, Denver and Los Angeles**

**October 2011 – Present**

Report, research and write monthly articles for several national travel trade publications, including Association News, Group Travel Leader, Select Traveler, Small Market Meetings and SportsTravel magazine. Interview officials with municipalities, sports commissions and CVBs across the country. Work with C-level executives to create content and marketing materials for national and international companies. Write and edit press releases, web content and blogs to increase clients' online presence, generate website traffic and drive social media engagement. Clients include Colorado Mountain College, Choice Hotels, Kaneka Nutrients and more.

## **FRUITION, Denver**

**November 2013 – March 2015**

*Content Manager (contract)*

Worked with account directors and project managers to develop and deploy various marketing initiatives, such as email drip campaigns, SlideShare presentations, online videos and infographics. Recruited, trained and managed more than a dozen freelance writers. Researched topics, compiled reference material, verified sources and assigned projects (press releases, articles, blogs, web content, etc.) to writers. Wrote, edited, proofread and revised copy for the company's largest accounts. Created content using relevant keywords and key phrases. Formatted and published blogs using SEO best practices and designed graphics for blog posts.

## **INDUSTRY INTELLIGENCE INC., Los Angeles**

**August 2010 – October 2011**

*Alternative Energy Editor*

Built the company's Alternative Energy news service from the ground up. Extensively researched the industry and developed the company's business-to-business news service accordingly. Created and managed complex Google Alerts account to track daily news in the sector. Searched for press releases and news stories and posted them to the company's proprietary web service. Wrote descriptive headlines — much like “business tweets” — to summarize each news article. Blogged about industry conferences and trends for the company's website and worked with the social media department to increase the company's Facebook, Twitter and LinkedIn presence.

## **LONGMONT TIMES-CALL, Longmont, Colorado**

**January 2007 – July 2010**

*City Reporter*

Covered all aspects of city government and reported on local and regional issues for 30,000-daily circulation newspaper. Reported daily news stories on deadline and frequently wrote features, covered breaking news, tackled investigative articles and partnered with other reporters on in-depth series. Worked with photographers, designers and the digital department to produce multimedia projects, such as videos, photo slideshows and informational graphics. Tracked complex, ongoing issues and developed and maintained relationships with key government officials and community players in 90,000-person city. Updated timescall.com as well as the newspaper's Facebook page and Twitter account during breaking news and crisis events. Won several state and national awards (Society of Professional Journalists, Colorado Press Association, Colorado Associated Press Editors and Reporters). Expert in Freedom of Information Act, Colorado Open Records Act and sunshine laws.

## **LOVELAND REPORTER-HERALD, Loveland, Colorado**

**January 2003 – January 2007**

*City Reporter*

Reported on Loveland City Council and all city departments for 20,000-daily circulation newspaper. Tracked complex, ongoing issues in city of 75,000 people and developed relationships with key government officials.

## **EDUCATION**

### **Bachelor of Science, News-editorial journalism**

University of Colorado, Boulder

Graduated May 2003

Minor in French

GPA 3.7

## **SKILLS**

Adobe Acrobat

Adobe Photoshop

Adobe Illustrator

AP Style

Basic HTML

Colorado Open Meetings Law

Colorado Open Records Act (CORA)

Drupal

Expert interviewer

Expert researcher

Freedom of Information Act (FOIA)

Google AdWords

Google Analytics

Magento

Microsoft Excel

Microsoft Outlook

Microsoft PowerPoint

Microsoft Word

MLA Style

Proper grammar and punctuation

SEO best practices

Social media marketing

Windows/Mac OS

WordPress