



# Rachel Hojnacki

**Education**    *University of Florida*    August 2012-May 2014    Gainesville, FL  
**Master of Arts and Mass Communication, Public Relations**

*The Ohio State University*    September 2006-June 2010    Columbus, OH  
**Bachelor of Arts, Strategic Communications**

*The Umbra Institute*    Fall 2008    Perugia, Italy  
**Study Abroad Program**

## Professional Experience

*Kwikturn Media*  
September 2014-present    Ocala, FL

### Digital Marketing Analyst

- Managed 15 accounts with two others
- Coordinated client projects
- Drafted website copy, content calendars and blog articles

*Sportody.com*  
May-September 2014    Gainesville, FL

### Communications Director

- Managed the Communications team
- Developed a communications plan
- Created a social media content calendar, informational PDFs, e-mail copy, and other materials

*Greenberg Communications*  
October 2012-January 2013    Gainesville, FL

### Communications Intern

*United Way*  
August-December 2013    Gainesville, FL

### Communications and Marketing Intern

- Assisted in planning and implementing four outdoor events promoting United Way of North Central Florida and the city of Gainesville
- Prepared a bi-weekly newsletter
- Managed Social Media sites

*NASA Kennedy Space Center*  
June-August 2013    Space Center, FL

### Student trainee, Public Affairs

- Communicated the benefits of the United States space program to the public through news and information provided to news media
- Prepared internal communications and fact sheets
- Escorted media to press events

**Skills**    Proficient in Microsoft Office, Adobe Illustrator and Photoshop  
Experience with Cision, HootSuite, Constant Contact and MailChimp  
Basic understanding of HTML and CSS

**Activities**    **Leader of the Month: July 2013**    Launching Leaders    NASA KSC  
• Organized meetings and volunteer opportunities for members

**Public Relations Coordinator**    Alpha Gamma Delta    Ohio State

*Online portfolio: <http://www.rachelhojnacki.com>*