

rachelle robinett

www.rachellerobinett.com | rachelle@rachellerobinett.com
NYC

Executive visionary with experience taking ideas from conception to delivery online, on the runway and behind the scenes of fashion and retail businesses. Fluent in copywriting, content management, creative direction, business development and PR.

experience

AFINGO.com & ShopToko.com

09/11 – current

Content Editor, Afitgo.com

Content sourcing, production, editing and publishing for Afitgo.com, blog and social media. PR and marketing support. Managing team of freelance contributors. Working directly with Founders and CEO.

Business and Production Partner, ShopToko.com

Launch concept assistance, business relationships building, assistant merchandising, user experience. PR and marketing support. Social media management.

Logan Neitzel Womenswear

10/09 – current

Business Manager & Assistant to Designer

Collection design and concept consulting. Business development strategy. Sales.

NYFW fashion show production:

Sponsorship acquisition. Aesthetic and ambience consulting. Casting. Invitation list building and distribution management. Styling. Production lead for a crew of 60+ (hair, makeup, nails, accessories, décor, photo/video/audio, sponsors, interns and models): New York Fashion Week (FW10, SS11, FW11, SS12).

Copywriting for web, products, press releases and business communications. Product, blog and event photography.

Folica.com

01/10 – 01/11

Content Manager

Managed all on and offsite content. Ensured consistent, charismatic voice across all channels. Championed exceptional user experience in all facets of the shopping funnel as a member of the Product Development team.

Writing and Content:

Optimized product page copy (branding and SEO) for top 100 SKUs. Created a style-guide defining the Folica voice and applied it to weekly marketing emails (700K+ subscribers), social media, PR and product, onsite and editorial copy. Redesigned, expanded and promoted the content library (Hair 101). Produced and edited exclusive videos with celebrity hair stylists. Casted and produced photo shoots for onsite models.

User Generated Content:

Developed and executed programs to increase quantity of UGC. (Reviews rose 40%.) Redesigned the reviewing experience: increased visibility and usability from submission to a new filtering function.

Blog:

Launched, was the face of and wrote daily for HairJunky.com. Collaborated with related blogs to grow audience from none to 2K weekly visitors and 650 subscribers.

Nordstrom.com

04/08 – 09/09

Product Coordinator, Individualist Department

Communication liaison between 50 – 100 vendors, Nordstrom Buyers and Inventory. Coordinated +/- 100 monthly samples' transit through publish process (fit, shoots, copy, image editing, editorial features and backend setup).

Microsoft, MSN Shopping

12/06 – 12/07

Producer

Communication liaison between MSN Shopping, Microsoft Sales and 700K+ retail merchants including Bergdorf Goodman, SAKS and Shopbop. Account Manager for 400 independent retail brands. Copywriting and assistant merchandising for seasonal, online stores.

MAVEN Creative Acme

03/05 – 09/09

Founding Partner, Publicist, Writer

Boutique marketing agency in business for creatives and creative for businesses. Press kits, press releases, events, branding for independent fashion and beauty clients including Sway & Cake boutique, Bowie Salon, Yen Jewelry and the launch of creative agency, WINTR.

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education

College: University of Washington, Seattle: B.A. Journalism; Certificate Sales & Marketing | Dean's List
High School: Cascade Christian | Valedictorian

additional work experience

freelance & ongoing

GAR-DE and Dylan&Rose: Branding and copywriting for style guides and press releases

TrendLand.net: Contributing writer

FLAUNT magazine: Freelance writer

Signature9.com: Freelance writer

DossierJournal.com: Freelance writer

Fiction: short stories and novella published 2010

Modeling: SMG and TCM, Seattle; MODE, Portland; COACD, New York

Fit Modeling: New York Brand Studio / MIX

Hostess: Le Bain at The Standard Hotel, New York

copywriting

UW Creative+Communications: Marketing Coordinator, Copywriter: Coordinated marketing of department rebrand to 40K students and 50K alumni via print, email, website redesign and events.

Sway & Cake boutique: Online product copywriter, publicist

UW Publications Services: Marketing Assistant, Copywriter

NWSOURCE.com/The Seattle Times: Project copywriter for rebrand campaign: web and print

journalism

WWD, W magazine, CondéNast Publications, New York: Editorial Intern

Daily Candy: Freelance writer

Seattle Metropolitan and Portland Monthly magazines: Freelance writer. Travel and boutiques.

MUSICA newspaper, Seattle: Feature writer, Photographer

The Daily, UW campus newspaper, Seattle: Staff writer. Arts and entertainment.