

*You definitely want to hire*

## **Rachel M. Giuliani**

Portland, OR • 413-822-5434 • rachelgiuliani@gmail.com  
BA, Government and Multi-Language • St. Lawrence University • 2005

**Simple** • simple.com • Simple Finance Technology Corp.

January 2011 – June 2015

*Awesome Online Banking Technology • Portland, OR*

*Brand Manager, Voice and Tone*

**What I did:** One of Simple's earliest employees (and their very first Customer Relations Representative), I was "The Voice of Simple". Before we even had customers to relate to, I helped the founders develop their vision for how we'd treat those customers, and more broadly, how we'd talk about our product, our vision, and our brand. During my time at Simple I specialized in building customer service teams, and then broader customer communications via marketing channels, social media, and customer service. My final position was as Simple's resident empath and guardian of company tone, which meant both that I wrote and edited *a lot* of copy, and that I trained Customer Relations and Marketing folks in the not-so-simple art of making a bank sound human. I was looked to as a gut-check for internal matters and external messaging, and I ran a project to define Simple's company values, mission, and vision statements, as well as introducing them to the staff. I also developed a very successful (even well-loved) social media presence for Simple.

**Skills and knowledge I gained:** Making bank-speak approachable and unthreatening for customers—without talking down to them • Creating and maintaining a distinctive brand voice: human, authoritative, informal, and trustworthy • Translating impenetrable financial language into plain English • Balancing clarity and tone with compliance and marketing objectives • The so-called "startup mentality" of ego-free efficiency • Internets savvy and meme expertise

**MADRE** • madre.org • MADRE, Inc.

August 2010 – January 2011

*International Grassroots Feminist Nonprofit • New York, NY*

*Online Communications Coordinator*

**What I did:** Created email fundraising campaigns for a donor list of over 100,000. I wrote, edited, and strategized about how best to bring the stories of MADRE's international partners to life. I also created and maintained a blog and quarterly e-newsletter, as well as updated the website on a regular basis. In political or natural disasters, such as the 2010 Haiti earthquake, I led MADRE's emergency fundraising efforts. I also maintained MADRE's online store, which featured products made by women all over the world. And of course, since non-profits are notoriously cheap, I was the de facto/semi-official IT person.

**Skills and knowledge I gained:** The ability to tell compelling stories, while asking for money in a way that felt genuine and relatable • Understanding of international events and politics through the lens of the women affected by them • Understanding of the mechanics of non-profit fundraising • Managing interns • Logistics of operating an online store, including inventory, shipping, and maintenance • How to successfully network an office printer (might have been harder than my entire Bachelor's degree)

**Funders Concerned About AIDS** • fcaids.org

May 2008 – January 2009

*Affinity Group for HIV/AIDS Philanthropy • New York, NY (Now Washington, DC)*

*Program Assistant*

**What I did:** Created unbiased educational resources, targeted at grantmakers, on advances in HIV/AIDS research. Assisted in the creation of a yearly report on HIV/AIDS-related grantmaking and resource tracking.

**Skills and knowledge I gained:** A breadth of knowledge on HIV/AIDS and its resources, advances, and affected populations • Adobe Illustrator and InDesign • Where to find the cheapest organic lunch in Brooklyn

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### **The Athena Group**

May 2006 – July 2007

*Political Researchers For Hire • Washington, DC (Now a one-person consulting firm)*

*Researcher*

**What I did:** Teased useful (and potentially weaponizeable) information out of everything from floor statements to fundraiser invitations. Most notably, I was part of a research team embedded with the Ben Cardin for Senate campaign in Maryland. I spent five months extracting and talking points and soundbites from now-Senator Cardin's 20-year record in the US House of Representatives—sounds boring, but I'm exactly the right kind of nerd for this job. What's his record on food safety? When an E. coli outbreak hit national news, I had to figure that out within an hour. When the guest list to our opponent's ultra-exclusive fundraiser was surreptitiously faxed to us, I had to prepare our press team with dirt on the fat cats in attendance. I also worked extensively on Baltimore mayor Sheila Dixon's 2007 campaign. I am now an armchair expert on the subject of dirtbikes within city limits.

**Skills and knowledge I gained:** Expert ability to determine a source's quality and credibility • Refining and crafting narratives from raw data • Translating legislative language into plain English • Knowledge of the legislative process • Understanding of political press engines • The human body's capacity for micronaps

### **Other neat stuff about me:**

- **Translator for Haitian diplomat (2004)**
- **Prolific tomato grower (current)**
- **World-traveling bassoonist (1999)**
- **Satirical poetry printed in college literary magazine (2005)**
- **Volunteer e-newsletter writer for nonprofit Women for Afghan Women (2009-2011)**
- **Extensive knowledge of video and board games (current)**
- **Odd jobs: nanny, house cleaner, window-washer, waitress, hotel clerk**
- **Current side project: building a floral business**