

Rachel Beeman

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EDUCATION

Kent State University
Bachelor of Science

SKILLS

Social Media
Copywriting
Video Editing
Analytical Tracking
Paid Social Campaigns
Strategy Planning
Community Development + Management
Creative Writing
Marketing
Adobe Suite
Event Coordination
Digital Marketing + SEO

LEADERSHIP

+ Kent State Women's Club Soccer Team Captain
+ Kent State Education Association Member
+ CHAARG Fitness Campus Ambassador
+ Kent State Tour Guide

EXPERIENCE

Social Media Manager

Barstool Sports | New York, NY | May 2020 – Aug 2022

- Oversee & grow Barstool Sports' largest brand accounts by +245% (to date) – Pardon My Take, Chicks In The Office, Token CEO, + others.
- Increase brand awareness/social following +441% IG, +3400% TikTok, +1250% Twitter, +2400% Facebook.
- Lead team of producers to ideate, edit, & post content across Barstool Sports social channels.
- Analyze industry trends, performance data, and other resources to inform media strategies and optimizations of paid social campaigns.
- Cover live sports, entertainment, business, & finance news in real time across an audience of 500,000+.
- Write clear, attention-grabbing copy for various mediums (ex. ads, blog posts, newsletters, social captioning).
- Fluent & current on Instagram, Twitter, Facebook, LinkedIn, TikTok, & Snapchat trends.
- Develop, manage, & own the social media strategy & content plan to an audience of 800,000+.
- Created and launched the Things You Missed newsletter for Barstool Sports covering top sports + news stories, trending internet topics, funny tweets and videos, and pop culture updates.

Content Specialist + Copywriter

Elevate K12 | Chicago, IL | Sep 2019 – May 2020

- Establish & oversee brand voice for SaaS startup – owned copywriting for taglines, digital ads, social, sales collateral, & blog posts.
- Grew consumer awareness scores by 46% and increase sales by 12% within 5 months.
- Build + manage a team of content generalists leading to a \$566,000 increase in sales.
- Work directly with executive team on sale + brand vision, sales/marketing strategies, & client presentations.
- Create content strategies, research trending topics, and write relevant content to post & send to clients.

Social Media Associate

Kent State University | Kent, OH | Sep 2016 – May 2019

- Work closely & collaborate with Marketing + Content leadership to ideate and execute daily/weekly/monthly content strategy for KSU social accounts.
- Learn & execute paid social campaign strategies seamlessly into organic content plans.
- Shoot, edit, and post media across platforms, building social blueprint & increase following +60%.
- Establish effective benchmarks for measuring impact of social media efforts to determine campaign & social effectiveness.

Campus Social Media Ambassador – Internship

Outdoor Voices | Remote | Dec 2018 – Mar 2019

- Create & post consistent social media content showing brand + lifestyle of Outdoor Voices by #DoingThings.
- Increase OV Instagram page traffic by +48% through community management & authentic brand integration.
- Engage college students through social media posts & coordinate/execute live activities for groups of 20+ making \$3,500 in sales.
- Work closely with Outdoor Voices Social Team based in Austin, TX to stay current on strategies & initiatives.