

Rachel Bunn

EXPERIENCED CONTENT STRATEGIST | WWW.RACHELBUNN.COM

Skills

- Adaptability
- Adobe Creative Suite
- Analytics
- Campaigns
- Collaboration
- Content management
- Data analysis
- Design
- Digital strategy
- Editing
- Email marketing
- FOI requests
- Photo research
- Problem solving
- Project management
- SEO
- Social media
- Web design
- Writing

Education

University of Georgia

Bachelor of Arts in

Journalism

Bachelor of Arts in History

Volunteer

Oakland Cemetery

Atlanta, Ga.

Volunteer, Sept. 2022 – present

AAMC Toastmasters

President, Jan. 2023 – present

Member, March 2022 – present



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706-669-0301

Experience

Lead Digital Content Specialist, Nov. 2022 – present

Association of American Medical Colleges, Washington, D.C. (based in Atlanta, Ga.)

- Develop content strategy for cross-cutting projects focused on 170 U.S. and Canadian medical schools; 400 teaching hospitals and health systems; and 80 academic societies
- Manage relationships, project timelines, and strategies with teams across a 500+ person organization
- Lead strategy and implementation for video production projects and microsites
- Mentor new and early career employees to help successful transition to the organization

Senior Digital Content Specialist, Jan. 2019 – Nov. 2022

Association of American Medical Colleges, Washington, D.C.

- Part of core communications team leading the implementation of organization's strategic plan
- Led content strategy for microsite MedBiq.org, a microsite focused on data standards across health professions
- Edited and designed pages for website migration project moving content into Drupal platform

Senior Web Producer, May 2018 – Jan. 2019

AARP, Washington, D.C.

- Produced content for Scams & Fraud and Health on aarp.org
- Optimized SEO for new and existing content
- Designed and curated landing pages using analytics
- Managed photo and illustration selection for daily stories

Digital Strategist, Dec. 2016 – May 2018

American Bridge 21st Century, Washington, D.C.

- Led reinvigoration of email list, growing open rate nearly 50%
- Managed and developed social media strategy and content
- Designed websites for social media and fundraising campaigns

Digital Content Manager, July 2016 – Dec. 2016

Correct the Record, Washington, D.C.

- Created and managed content calendar for all digital platforms
- Grew engagement 200% on Twitter and 65% on Facebook
- Assigned daily tasks for 10+ person digital team

Municipal Reporter, May 2015 – June 2016

PennLive, Harrisburg, Pa.

- Produced stories, video, photos and graphics on government and demographics
- Covered events live on Twitter and Snapchat
- Developed methodology and compiled resources for data analysis on best place to live in central Pennsylvania