



RACHEL L. JOYCE

CREATIVE MASTERMIND & STRATEGIC STORYTELLER

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EXPERIENCE

Public Relations & Digital Marketing Assistant

SurfMedia Communications
June, 2016

- Develop and write media materials, including content for blog posts, press releases, calendar listings, and social media posts
- Track and compile media articles for clients and account executives
- Manage social media accounts for contract based clients

Public Relations Coordinator

Girls Rock! Santa Barbara (GRSB)
2015 - 2016

- Secured free press in local and national news sources, contributing to a 244% increase in program participation in 2016
- Managed and grew social media presence to over 8,500 followers
- Prepared and disseminated company press releases
- Wrote content for and designed quarterly newsletters and brochures
- Helped maintain successful sponsorships with: Spotify, Gibson Guitars, DW Drums, Deckers Corp, Lynda.com, and Ernie Ball (among others)

Public Relations Intern

Santa Barbara Birth Center
2015 - 2016

- Oversaw all social media postings and media relations
- Designed 3 *Santa Barbara Independent* newspaper ads
- Wrote content for 2 quarterly newsletters and SB Birth Center website
- Assisted with general marketing and client business development

Design & Social Media Marketing Intern

UC Santa Barbara Student Affairs
2014 - 2015

- Conceived, created and produced marketing materials for the 28 departments housed within the Division of Student Affairs
- Implemented 4 full campus-wide integrated marketing campaigns
- Managed and maintained official UC Santa Barbara Facebook, Instagram, and Twitter channels

Graphic Designer

UC Santa Barbara Department of Recreation
2012 - 2014

- Rebranded the UCSB Department of Recreation, including logo design, brand conceptualization, and product dissemination
- Created and produced marketing materials and other artwork
- Managed Rec Sport's brand through audience-specific marketing

SKILLS

InDesign	● ● ● ● ●
Photoshop	● ● ● ● ●
Illustrator	● ● ● ● ●
WordPress	● ● ● ● ●
CSS	● ● ● ● ●

EDUCATION

University of California, Santa Barbara

Bachelor of Arts in Communication with distinction in the major
Minor in Professional Writing, Multimedia Emphasis
Date of graduation: June 2016
GPA: 3.8

University of Granada, Spain

International Studies Abroad (ISA)
January 2015 - June 2015

LANGUAGES

English	● ● ● ● ●
Spanish	● ● ● ● ●

ACADEMIC HONORS

Graduated magna cum laude from UC Santa Barbara, Dean's List Honors, completed UCSB's Honors Program, National Society of Collegiate Scholars, three-time recipient of the Kappa Alpha Theta Academic Excellence Award