

# Rachel Ramkaran

Crafting strategic communications with heart and purpose.

## Copywriter & Copy Editor

### Introduction

Stories connect us all. That's why I aim to bring out the best in every story, whether it's a four-page letter or a snappy social post. As a seasoned copywriter and editor with agency and in-house experience, I adapt quickly to various tones, manners, and channels. I tap into my creativity and intuition to help important messages resonate with their intended audiences.

### Education

Graphic Design Certificate—George Brown College	2020
Fundamentals of Fundraising Certificate—Association of Fundraising Professionals	2014
Bachelor of Journalism—X University	2010

## Relevant Experience

### Blood & Bourbon Literary Journal

Editor at Large Nov 2020 - Present

- Work directly with writers to edit fiction, non-fiction and poetry
- Author stories published in the journal
- Create cover art
- Assist in social media management

### JAM Direct

Copywriter Aug 2020 - Present

- Write direct marketing copy for a diverse client set and inform creative strategy
- Create emails, direct mail, social media posts, website copy, packaging, signage and internal communications
- Edit copy suggestions and review final creative in detail
- Support internal events and initiatives

### Interval House

Annual Giving & Communications Advisor Mar 2018 - Aug 2020

Resource Development & Communications Associate Oct 2016 - Mar 2018

- Wrote and edited speeches, blog posts, ad copy, and social media content
- Wrote, rolled out, and updated new and more functional company website
- Launched two award-winning public service announcements
- Managed media and public relations including facilitating interviews and press releases
- Raised \$1 million annually through direct mail, telemarketing, and online giving
- Executed successful outreach campaigns to raise awareness of the organization's programs and services
- Mentored Fundraising & Communications Specialist

### Stephen Thomas Ltd.

Senior Account Coordinator Sep 2014 - Sep 2016

Account Coordinator Jul 2012 - Sep 2014

- Informed creative development and edited all projects against branding
- Strategized and implemented successful direct response campaigns for non-profit clients, under budget
- Reported on campaign results and data performance to drive future strategy
- Wrote creative briefs, results reports, and donor thank-you letters

## Gilda's Club Greater Toronto

Gilda's Awards Producer (*contract*)

May 2012 - Jul 2012

- Produced stewardship event honouring supporters Ron James, Andrea Martin and Princess Margaret Hospital
- Organized volunteers
- Generated audio-visual content for the event

## Gilda's Club Greater Toronto

Social Media Facilitator (*Contract*)

Feb 2012 - Jul 2012

- Improved brand awareness and supporter engagement by initiating a social media strategy
- Researched and wrote weekly blog content about relevant news and events
- Increased social media following by updating Facebook and Twitter feeds with original content
- Created short videos about the organization

## DHX Media Ltd.

Production & Development Coordinator

May 2011 - Jan 2012

- Wrote synopses and other creative materials for publicity purposes
- Secured funding and awards nominations
- Conducted research for projects in development

## Nomad Films

Production Assistant (*Internship*)

Feb 2011 - May 2011

- Wrote treatments for projects in development
- Conducted research for prospective projects
- Gathered information for grant applications

## Roots Canada Ltd.

Communications Assistant (*Internship*)

Dec 2010 - Feb 2011

- Wrote for Roots' bi-monthly publication, The Source
- Conducted interviews and research for Roots-related stories

## Toronto Employment & Social Services

Summer Support Assistant

May 2007 - Sep 2010

- Provided client service to Ontario Works recipients, including support with resume and cover letter writing
- Helped clients secure employment and housing through the Employment Resource Centre

## CTV National News

Student (*Internship*)

Sep 2009 - Oct 2009

- Coordinated interviews for W-Five exclusive about Multiple Sclerosis
- Conducted research and interviews for daily news stories
- Transcribed footage and isolated appropriate sound bites

## Gilda's Club Greater Toronto

Development Assistant

Jul 2006 - May 2008

- Wrote donor thank-you letters and edited email communications
- Secured donations and gifts-in-kind for silent auctions and events
- Assisted with fundraising, event coordination and planning
- Managed reception and administrative duties
- Improved data hygiene (Raiser's Edge)

## Hobbies & Interests

Graphic Design, painting, poetry, circus arts, camping, hiking, cooking.