

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

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W: www.rrwrites.com

Fredericton, NB

Gilda's Club Greater Toronto		
Gilda's Awards Producer (<i>contract</i>)		May 2012 - Jul 2012
<ul style="list-style-type: none"> • 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 (<i>Contract</i>)		Feb 2012 - Jul 2012
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • Wrote synopses and other creative materials for publicity purposes • Secured funding and awards nominations • Conducted research for projects in development 		
Nomad Films		
Production Assistant (<i>Internship</i>)		Feb 2011 - May 2011
<ul style="list-style-type: none"> • Wrote treatments for projects in development • Conducted research for prospective projects • Gathered information for grant applications 		
Roots Canada Ltd.		
Communications Assistant (<i>Internship</i>)		Dec 2010 - Feb 2011
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • 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 (<i>Internship</i>)		Sep 2009 - Oct 2009
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • 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.