

Rachel Ramkaran

Crafting strategic communications with heart and purpose.

Copywriter & 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 and channels. I tap into my creativity and intuition to make important messages resonate with their intended audiences.

Education

Graphic Design Certificate—George Brown College

Fundamentals of Fundraising Certificate—Association of Fundraising Professionals

Bachelor of Journalism—Toronto Metropolitan University

Relevant Experience

RR Writes

Owner & Lead Copy Specialist

Feb 2022 - Present

- Write and strategize communications materials for a wide range of clients
- Specialize in crafting messages for non-profit outreach, awareness, and fundraising
- Provide editing services to fine-tune written communications, stories, fiction, and non-fiction

Blood & Bourbon Literary Journal

Editor at Large

Nov 2020 - Present

- Work directly with writers to edit fiction, non-fiction and poetry
- Contribute stories to the journal and create cover art for select issues
- Generate social media content for the publication

JAM Direct

Copywriter

Aug 2020 - Jul 2022

- Wrote direct marketing copy for a diverse client set and informed creative strategy
- Created emails, direct mail, social media posts, website copy, packaging, signage and internal communications
- Edited copy suggestions and reviewed final creative in detail
- Supported 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

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, on time and on 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 (*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.