

Rachel Emmanuel

Social Media and Marketing Manager

📍 Hillside, New Jersey, United States
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WORK EXPERIENCE

January 2020-Current

Social Media and Marketing Manager

🏢 Tehiru Aerospace, NewYork
📍 Israel

- Advising the CEO on language for investment presentations
- Creating Quarterly Newsletters
- Writing and publishing scientific blog posts
- Creating blurbs for tech products sold on Amazon
- Helping with fundraising platform
- Running social media
- Creating content and graphics for social media
- Pursuing leads and followers for LinkedIn

January 2019-Current

Book Reviewer

🏢 Online Book Club
📍 United States

Writing online book reviews

March 2021-August 2022

Director of Content and Communication

🏢 Jerrod For Congress, Washington State
📍 United States

As Director of Content and Communication, I was tasked with creating and/or overseeing all outgoing content. I communicated with the candidate and his family on a daily basis via one on one calls and a daily leadership team call

My duties included:

- Speeches
- Video Scripts
- Blog Posts
- Press Releases
- Content for an online show

- Position papers
- Debate prep and research
- Opposition research
- Writing and creating graphics for fundraising and get out the vote emails
- Creating, writing all content, and supervising the graphic design of postcards and flyers for mass mail distribution
- Creating, writing all content, and supervising the graphic design of all political flyers disseminated by the campaign
- Writing endorsements drafts for the candidate on behalf of political heavy hitters including Senator Mark Maynard of West

Virginia, Kimberly Klacik of Baltimore, UFC champion Frank Mir, Judge Advocate General Dick Black, John and Barb Borton of Borton fruit.

- Maintaining relationships with media, sending out Press Releases, and providing content for interviews
- Prepping candidate for interviews and accompanying him on interviews
- Formulating responses to media hit pieces and providing accurate information and timely corrections to false stories and opposition hits
- Advising outside media consultants on trending stories regarding candidate for pushing to media outlets
- Heading the social media team consisting of 4 paid staff and over 20 volunteers
- Editing and checking every social media post for accuracy of language, content and messaging
- Producing creative videos and graphics with the graphic design and video department
- Creating Social media posts and advising graphic designers on creation of social media graphics and reels
- Advising social media writers on timely stories and events concerning the candidate
- Working with the candidate's family to cover and portray the family image on media and social media
- Editing and suggesting content for Fund raising material by outside firms
- Creating content for robo call marketing
- Creating content for text marketing
- Creating content for radio and TV ads
- Advising on visualization and presentation for online and TV ads

Part of the Leadership Core Team

- Advising on strategy
- Performing Opposition research and dissemination of such research

July 2021-December 2021

Freelance Blogger

 WeloveTrump.com

 United States

EDUCATION

-Current

Bachelor of Commerce

- 🎓 University of Mumbai
- 📍 United States

University of Mumbai, India -- Bachelor of Commerce

- Commerce

SKILLS

Press Release Press Releases Marketing Fundraising Publishing Graphic Design Visualization
Aerospace Social Media Political Campaign

LANGUAGES

English - Fluent

WORK AUTHORIZATION

I am authorized to work in the following countries:

- United States