



# RACHELLE BEAUDRY

## Copywriter & Brand Strategist

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## CONTACT

✉ hello@reallygreatsite.com

☎ +123-456-7890

📍 123 Anywhere St., Any City

## EXPERTISE

- Copywriting
- Visual story-telling
- Social Media Marketing
- ROI Calculations
- Product Development
- SEO
- Marketing Strategy
- Branding

## REFERENCES

Helene Paquet  
CEO | Warner & Spencer  
+123-456-7890

Lorna Alvarado  
CEO | Larana, Inc.  
+123-456-7890

## WORK EXPERIENCE

**SENIOR BRAND STRATEGIST** 2020 - 2022  
Warner & Spencer

- Assist in managing the company brand portfolio, including oversight of naming strategies, brand name hierarchy, trademark management, and enforcement.
- Build systems to triage naming requests and manage creative workflow
- Manage documentation of all brand efforts, including naming, design, and visual assets, within our team and across various levels of the organization
- Serve as project manager for brand projects

**BRAND STRATEGIST** 2018 - 2019  
Wardiere Inc.

- Support Premium business teams to align their strategies and executions to the brand
- Collaborate with other relevant functions to develop strategies that drive the Premium brand vision and objectives

**JUNIOR BRAND STRATEGIST** 2016 - 2018  
Larana, Inc.

- Manage and track project budgets to ensure effective deployment and spend in line with budget
- Ensure quality of Marketing and Creative briefs
- Dedicatedly pitch new ideas to solve business challenges

## EDUCATION

**CORNELL UNIVERSITY, Ithaca, NY** 2011 - 2016

Bachelor of Science in New Media and Internet Marketing  
• Honors: cum laude (GPA: 3.8/4.0)