

RACHEL DEARBORN

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EDUCATION

Brown University, Providence, RI

- BA English Literature, *Magna Cum Laude*

WORK EXPERIENCE

Upwell

San Francisco, CA

Campaign Lab Director

March 2012– March 2015

- Measured and analyzed social media conversations about the ocean using commercial social media analysis tools to understand what content drives attention and identify opportunities to intervene and campaign.
- Created content (images, videos, blog posts, etc.), pitched the media, and developed creative campaigns to measurably amplify attention to ocean conservation issues, increasing conversation by 30% year over year.
- Built and strengthened a distributed network of 1500+ influential ocean communicators, feeding them hot content, providing counsel and coaching and encouraging cross-promotion and online best practices.
- Wrote and edited the Tide Report, Upwell's email newsletter and primary vehicle for distributed campaigns. Redesigned it for mobile optimization in 2014.
- Managed teams for research grants to understand the character of and opportunities in online conversations about issues such as California's marine protected areas, African elephants, and voting rights.

Spitfire Strategies

San Francisco, CA and Washington, DC

Senior Account Executive

June 2008– March 2012

- Composed thorough strategic communications plans that include objectives, audiences, tactics and messaging.
- Provided rapid response counsel to clients on media relations, partner relations and messaging.
- Managed budget, staffing, content and logistics for projects, including exhibit and event coordination and design for five NGOs at a national trade show, a website redesign for a child-care organization, and the launch of a new grant strategy for a top California foundation.
- Produced and edited short online videos for the Irvine, Packard and Ford Foundations.
- Managed social media promotion for clients' events, including the Twitter strategy for EPA's 40th anniversary.
- Wrote op-eds and pitched top national news media and blogs on ocean policy and land conservation.
- Conducted in-depth research of media coverage, competitors, legislation, messaging, and stakeholder perceptions, contributing to more than \$1M in repeat business, nearly 20% of Spitfire's yearly revenue.
- Trained staff at all levels on website analysis and social media and identified new tools to share with staff.

Sanford, Wittels & Heisler

Washington, DC

Legal Assistant

August 2007 – June 2008

- Completed factual investigations and drafted briefs for civil rights, discrimination and employment cases.
- Assisted with staff and attorney recruitment and press outreach, and provided technical and website support.

Brown University

Providence, RI

Web Manager/Designer, Recreational Sports and Physical Education

January 2007 – May 2007

- Managed website content and designed pages to improve site usability and information architecture.

Student Technology Assistant, Instructional Technology Group

June 2005 – May 2007

- Designed websites and graphics, digitized course material and edited video for faculty and TAs.

ACTIVITIES AND ACCOMPLISHMENTS

- Events Chair for Board of *Friends of Brown Women's Crew*, driving 90% contribution level among alumnae.
- Community Partner Liaison for the *San Francisco Green Film Festival*, 2011-2012.
- Volunteer blogger and photographer for LGBT nightlife and culture website, *Brightest Young Gays*, 2008 – 2010.
- *Brown Women's Crew*: Two-time NCAA Division I national champion; Three-time All-American; Three-time National Scholar Athlete; Team Captain, 2006-2007.
- *Bike and Build*: Raised \$5k and cycled from Providence to San Francisco in 2006 to support affordable housing.
- Volunteer graphic designer and web programmer for the 2006 *March to End Homelessness in Rhode Island*.
- Personal interests: running, cycling, traveling, cooking, music, and graphic design.

SKILLS

- Proficient in Adobe Creative Suite, Salesforce, Joomla, Drupal, Wordpress, Mailchimp, Radian6, SurveyMonkey, Topsy, Google Analytics, HTML and CSS.