



RACHEL SMITH-STRECK

RACHELKSMITH.COM

rachel.smith.okc@gmail.com

(580) 334-5908

PROGRAMS & SOFTWARE

Adobe Creative Suite

- Acrobat
- After Effects
- InDesign
- Illustrator
- Lightroom
- Photoshop
- Premiere Pro

Asana (project management)

Canto (asset management)

CoSchedule (social scheduling)

Google Analytics

Google Suite

Mailchimp (email marketing)

Microsoft Suite

Squarespace

Textedly (text marketing)

WordPress

EDUCATION

Oklahoma City University

August 2008 - May 2012

Bachelor of Arts & Sciences,

Mass Communications

WORK EXPERIENCE

Communications Officer

Lucky Star Casinos – Cheyenne & Arapaho Tribes,
March 2020 - Current

Providing internal and external communications for
Lucky Star Casinos 6 locations and 800+ employees.

- Employee communications
- Employee website design
- Marketing
- Content creation
- Social media management
- Online advertising
- Online customer relations
- Event production
- Event photography
- Brand management
- Publication design
- Multi-media presentation design
- Community relations
- Vendor relations

Public Affairs Specialist

Oklahoma Medical Research Foundation,
January 2015 - March 2020

Provided marketing and creative support for a
leading biomedical research institute primarily
through earned-media and organic efforts.

- Marketing
- Media strategy
- Graphic design
- Publication design/distribution
- Content creation
- Social media management
- Online advertising
- Photography/videography
- Event production
- Website maintenance
- Asset/brand management
- Email marketing
- Multi-media presentation design
- Donor, patient and vendor relations
- Employee communications

eMarketing Counselor

Teleflora, July 2012 - December 2014

Educated and consulted with Teleflora's network of over 10,000 florists on how to market themselves online.

- Webinar production
- Social media & Marketing
- Search engine optimization
- Google analytics & adwords

Freelance Photographer/Videographer

June 2012 - March 2015

INTERNSHIPS

Broadcast Intern, Ackerman McQueen - Fall/Winter 2011

Marketing Intern, Monscierge - Spring/Summer 2011

REFERENCES

Stephanie Black

CFO, Lucky Star Casino

(405) 313-7280

Jenny Lee

Creative Director, OMRF

(405) 514-3372

Ryan Stewart

Corporate Communications Analyst, American Fidelity

(405) 740-4084

Peter Carl

The Well OKC

(405) 250-9223

Tom Knudsen, LCSW

Housing Navigator, City Care

(405) 973-6135

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