

**rachelle
robinett**

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rachelle@rachellerobinett.com

skills

Writing: journalism, blogging and marketing/PR copywriting for print and web; creative: short stories, novella

Technical: HTML and web production, Photoshop, Dreamweaver, MS Suite, Blogger, WordPress, Twitter, social networks

Fashion: modeling, art direction and shoot production, photography, PR and retail; online and in-store

experience

2009 – 2010

Folica.com: Content Manager:

Producing and managing all content for Folica.com. Blog, video, photo and editorial.

Cyanatrendland.com: Writer

Signature9.com: Fashion Blogger, tri-weekly columnist

DossierJournal.com: Freelance writer

Nordstrom (Direct: web site): Product Coordinator, Individualist:

Communication liaison between vendors and buying team. Sample coordination through publish process (shoots, copy, image editing, editorial features). Buyer and inventory assistant.

2006 - 2008

NWSOURCE.com/The Seattle Times : Copywriter for rebrand campaign: web & print

Sway & Cake boutique: Blog producer and online product copywriter

Seattle Metropolitan and Portland Monthly magazines: Freelance writer

Daily Candy: Freelance writer

University of Washington Creative+ Communications: Project Marketing

Coordinator, Copywriter: *Campus-wide coordination and marketing, of department rebrand.*

Microsoft (FILTER), MSN Shopping: Producer: *Communication liaison between MSN Shopping, merchants (700+) and Sales. Account Manager. Writing for internal and external communications, online merchandising assistance.*

University of Washington Publications Services: Marketing Coordinator,

Copywriter: *Marketing campaign coordination from concept through production. Web, print and event marketing to University community.*

MAVEN Creative Acme, Seattle: Managing Partner

Boutique marketing agency in business for creatives and creatives for business.

2005 – 2004

WWD, W magazine, CondéNast Publications, New York: Editorial Intern

MUSICA newspaper, Seattle: Feature writer, Photographer

The Daily, UW campus newspaper, Seattle: Staff writer

1st Born Artist Management, Seattle: Fashion trend-forecaster

Retail: Nordstrom Savvy and Impulse boutique

ongoing

Novella: *Go Gallantly*, published 12/12/09

Short stories

Model: agent: COACD

education

University of Washington, Seattle: B.A. Journalism; Certificate Sales & Marketing | Dean's List
High School | Valedictorian