
Rachel Minihan

121 Sycamore Ridge Lane, Holly Springs, NC 27540 – 919-745-9094 – RachelM@RLMCoaching.com

Objective

Content management position for a company that focuses on fitness and wellness, environmental awareness and change, or personal organization topics and products.

Profile

Confident communicator. Toastmasters trained public speaker and speech writer. Former podcast personality. Enjoys translating complex concepts into easy-to-understand formats, either written or spoken. Authored hundreds of business and process documents, as well as new media content.

Strategic thinker who is energized by solving problems. Quickly organizes information from a variety of sources to determine the best course of action. Focuses on streamlining processes and procedures to ensure effectiveness.

Empathetic leader who values the strengths and individual contributions of each contact. Employs active listening skills with teams and customers. Engages others in defining usable goals. Motivates successful completion of goals by delivering clear instructions, praise and recommendations. Supports others in developing confidence and maintaining clear focus.

Computer Skills

- | | | |
|-------------------------------------|-------------------------------|-------------------------------------|
| ▪ MS Word, Excel, PowerPoint | ▪ HTML, SEO | ▪ PayPal |
| ▪ MS Outlook, Lotus Notes | ▪ Craigslist, Meetup | ▪ Audacity |
| ▪ MS Project | ▪ PRWeb & Distribution Tools | ▪ Content Management Systems, Mambo |
| ▪ Feedburner, Google Reader, Digg | ▪ Constant Contact, iContact | ▪ Twitter |
| ▪ Facebook, MySpace, Bebo, LinkedIn | ▪ TypePad, Blogger, WordPress | |

Professional Experience

MARKETING CONSULTANT, Purple Phone PR & Marketing

(2008 – present)

- Saved “Punch Drunk Gamer,” a funded startup client, \$15k by providing strategic consulting which helped them further identify their target audience and online/media needs before contracting with a development company.
- Increased local media awareness for clients by authoring dozens of press releases, articles, and media kit contents in a variety of industries. Developed media lists, including blogs and new media distribution channels. Distributed content using PR Web, Blogger, Facebook, local media connections, and online tools.
- Increased brand awareness for small businesses by developing online portfolios and related content. Provided Constant Contact newsletters, Blogger and Typepad blogs, website content revisions, SEO recommendations, and Facebook pages.
- Established Apex Coffee & Contacts networking group. Created signage and takeaways to support word-of-mouth awareness of the group. Used Craigslist, Meetup, and word-of-mouth to increase membership from zero to 15 paid and casual attendees each week.
- Garnered five small business contracts within four months. Selected by Sidekick Communications, a local marketing company, to provide public relations and marketing support services on their behalf.

BUSINESS COACH, RLM Coaching

(2004 – 2008)

- Coached diverse clientele: formulated action plans to forward their personal and business goals. Aided clients in implementing time management and organizational systems to support their progress towards goals.
- Contributed weekly Audacity segments related to personal growth and development as the Resident Life Coach for Army Wife Talk Radio, a weekly podcast, requiring continuing awareness of audience needs and interests, topic research and expert input and interviews.
- Delivered training and motivational speeches to audiences ranging in size from 5 to 100 on topics related to goal setting, time management, organization, and press release writing.
- Authored and ghost-wrote dozens of articles, speeches, blog entries, and radio segments across several industries: technology, coaching & personal development, retail, and marketing.
- Designed reusable templates to support clients in reporting and tracking information: status reports, checklists, project planning, goal setting, and newsletters.

PROJECT MANAGER, Binary Press

(2002 – 2004)

- Authored press releases and developed public relations materials for small business clients. Successes include client receiving personal response from Jay Leno, of *The Tonight Show*, and boosting client's holiday sales by 50%.
- Provided weekly content for Binary Press website that focused on supporting the small business owner. Topics included operations, technology, and administrative processes.
- Translated technical, process, and planning terminology and concepts into layman's language so that it was clearly understood by and accurate for all stakeholders.
- Served as the project lead for corporate client. Went on-site to gather development requirements. Provided regular reporting on project status. Ensured clients needs were met and that the project was delivered on time and within budget.

CONSULTANT & TEAM LEAD, Accenture

(2000 – 2002)

- Oversaw day-to-day operations of technical support team. Eight direct reports serving office of 2500.
- Facilitated team meetings and decision making for software development, technical support, and process improvement teams.
- Researched technical solutions to provide Tier2 support using extensive Lotus Notes knowledge base, as well as online resources.
- Designed organizational tools using Lotus Notes to support team operations.

Education

STONEHILL COLLEGE, Easton, MA
BS Psychology, 1991-1995

References

<http://www.linkedin.com/in/rachelminihan>