

RACHEL EWY LEFKOW

Content Creator, Live Event Producer

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 rachelewy.com

PROFILE:

Experienced and scrupulous producer with diverse training in content, live events, program management, writing, brand planning, client services, social media, design and marketing. Fluent in Spanish with a variety of digital skills including video editing, Wordpress and HTML. A quick study with a unique combination of creativity and analytical skill that results in a responsible and intelligent personality.

PROFESSIONAL EXPERIENCE

FREELANCE PRODUCER & COPYWRITER

Content Creation & Strategy, Digital Marketing, Live Event Production

Anywhere!

Nov 2015 - Present

Content development, digital marketing, project management and turnkey live event production services.

HOLLYWOOD STAGE COMPANY

Founder, Producing Director

Los Angeles, CA

Mar 2016 - Feb 2017

Founding partner for a new theater company. Our inaugural production of BENT, by Martin Sherman, ran for the month of January on Hollywood Blvd.

BUSINESS MANAGEMENT Executed all aspects of business financials by managing costs, permits, insurance, donations, and ticket sales, resulting in a profitable first production for the theater company.

THEATRICAL PRODUCTION Procured venue, coordinated fundraiser events, sourced and supervised props, built sets, created rehearsal schedules, channeled cast communication, designed programs, and publicized show.

OPERATIVE MEDIA, INC

Senior Content Marketer

New York, NY

Jan 2014 - Oct 2015

Lead writer and visual content creator on the internal marketing team. I was also responsible for planning, coordinating and executing strategic events for executive clients and prospects.

WORDS & PICTURES Wrote blog posts, thought leadership editorial pieces, and industry-relevant ebooks. Oversaw social media content and conceptualized and designed all company-branded visuals, including videos.

EVENT PRODUCTION Planned and executed the content and attendee experience for annual client and prospect events, including speaker booking, presentation design, and show management.

TBA GLOBAL

Creative Strategist & Program Manager

New York, NY

Sept 2011 - Jan 2014

Production team lead and creative strategist for a variety of live event interactions including corporate conferences, shareholder meetings, product launches, and press events

CONTENT & CREATIVE Ideated and wrote event proposals, industry white papers, company case studies, video scripts, website messaging, brand voices, and blog posts.

BRAND PLANNING Coordinated an experiential CPG product launch with celebrity endorsement, built a launch plan for a new spirit brand, developed a voice, look and feel for a CPG brand refresh.

MARKETING SUPPORT Tracked and managed internal PR and marketing initiatives, IP development and expansion of service offerings; Facilitated internal brand refresh; Increased social media following by 25%.

CLIENTS & BRANDS

    

SKILLS

Copywriting	Graphic Design	Social Media	Spanish (Fluent)	RFPs / Pitching
Production	Live Events	Wordpress	Public Speaking	Scriptwriting
Marketing	Communication	Client Services	Project Management	Budgeting

EDUCATION

University of Miami, Summa Cum Laude

Master of Arts, Latin American Studies/Visual Journalism, GPA 3.9

Bachelor of Arts, Latin American Studies/Spanish, GPA 3.98