

# RACHEL FREEZE

STRATEGIC COMMUNICATION INSTRUCTOR

rfreeze@astate.edu

## PROFESSIONAL EXPERIENCE

### ARKANSAS STATE UNIVERSITY, INSTRUCTOR, 2020 -PRESENT

Strategic Communication instructor in classes such as: Strategic Writing I, Social Media in Strategic Communication, and PR Tools & Techniques, Ad Strategy & Sales. Also serves as faculty advisor for PRSSA & First-Year Experience instructor for incoming freshman.

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### ARKANSAS METHODIST MEDICAL CENTER 2016 - 2019

Responsible for the following:  
Activities related to conceptualizing and implementing market strategy and achieving market targets.  
Specific responsibilities include:

- Business and market development
- Market research and planning
- Strategic direction for promotion and advertising of the medical center, physician clinics and assisted living community
- Manage nine social media platforms
- Maintain four websites
- Create a consistent branding message
- Create visual communication to convey messages in an effective and aesthetically pleasing manner.
- Design content for website, brochures, logos, signs, advertisements, employee newsletter and other communication materials.

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### ST. BERNARDS HEALTH & WELLNESS 2015 - 2016

Assisted in social media marketing by creating content for social media platforms. Content included photos and videos. Also designed internal/external flyers that promoted services and trainers that are offered at the facility.

## EDUCATION

Arkansas State University  
2012-2015  
Master of Science: Mass Communications  
Health Communication Certificate

Arkansas State University  
2007-2010  
Bachelor of Science:  
Graphic Communications

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## SKILLS

Adobe Creative Suite  
Photography  
Social Media Marketing  
Research Experience

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## REFERENCES

Available upon request