

Rachel Kornoelje

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Marketing & Communications Experience

Aramark Higher Education, Allendale, MI
Marketing/Social Media Coordinator

August 2020-present

- Create and manage content for social media platforms: Instagram, Facebook, and Twitter by use of photography and videos
- Manage marketing and graphic design interns
- Update websites using CMS and AEMC systems
- Develop marketing materials for Aramark proprietary and national brands including Einstein Bros. Bagels, Starbucks, Which Wich, and Erbert's and Gerbert's

Grand Valley State University Development, Grand Rapids, MI
Communications Writer/Web Content Manager

February 2018-February 2020

- Leading development and execution of all web content including analysis and maintenance of user experience
- Led project management for communications projects from client interface through deliverables, including complex appeal letters
- Writing and researching short and long form copy for donor stories, articles, biographies, appeal letters, and event materials

Africa Makes Foundation, Cape Town, ZA
Creative Content Intern

May-June 2019

- Set up social media networks: Twitter, Facebook, and Instagram
- Created social media posts using Canva to further promote Africa Makes Foundation mission and vision
- Wrote fictional scenario stories to bring further awareness to what 3D printing is, and how it can impact communities positively

Kent District Library, Byron Center, MI
Summer Intern

June-August 2017

- Assisted with outreach events to promote the summer reading club

Education

Grand Valley State University, Allendale, MI
Bachelor of Arts in Writing, Minor in Advertising and Public Relations
Dean's List 2017, 2018, 2019

December 2019

Grand Rapids Community College, Grand Rapids, MI
Associate of General Studies

August 2018

Leadership & Involvement

Shift leader, Crash's Landing and Big Sid's Sanctuary, Grand Rapids, MI

August 2015-present

Honors

Benjamin A. Gilman International Scholarship
Distinction in Writing
Writing and Leadership Scholarship

December 2018
December 2019
December 2019