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# Rachel Carter

**Skilled communicator with expertise in content strategy and brand storytelling**

**Marketing communications specialist with seven years of experience crafting compelling narratives for business-to-business (B2B) and business-to-consumer (B2C) audiences. Adept at managing content strategies and public relations campaigns to enhance brand reputation.**



Boston, MA



(123) 456-7890



email@example.com



LinkedIn | Portfolio

## KEY SKILLS

- Brand storytelling
- Content marketing
- Public relations strategy
- SEO writing
- Stakeholder engagement

## PROFESSIONAL EXPERIENCE

**MARKETING COMMUNICATIONS SPECIALIST | APEX INNOVATIONS**  
BOSTON, MA | MARCH 2020 – PRESENT

- Developed content strategies that increased website traffic by 50% within one year
- Manage public relations efforts that resulted in 10+ media placements annually
- Collaborate with design teams to produce visually engaging marketing materials

**MARKETING ASSOCIATE | BRIGHTWAVE MEDIA**  
BOSTON, MA | JUNE 2017 – FEBRUARY 2020

- Wrote and edited press releases, gaining coverage in local and national outlets
- Conducted market research to guide campaign messaging

## EDUCATION

- Bachelor of Arts in Communications  
Northeastern University , Boston, MA | May 2017