

ROCHELLE CORYN SMITH

NONPROFIT COMMUNICATIONS

ABOUT ME

Geek for the verbal and written word, helping nonprofits engage their communities and expand their voice using storytelling, social media, print, podcasting, and web development.

EDUCATION

- BS in Business Administration with an emphasis in Marketing | GPA: 3.9 | University of Northern Colorado (2019)

PROFESSIONAL SKILLS

- Software: Photoshop, InDesign, Canva
- Copywriting, Editing
- Photography
- Video Production
- Wordpress
- Digital Marketing
- Process Development
- Communication Strategy

LET'S WORK TOGETHER!

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WORK EXPERIENCE

Denver Seminary

Communications Specialist | May 2021 - Present

- Expand the reach of the brand by managing the Seminary's social media, website, print publications (*Engage Magazine*), and other public-facing channels
- Maintain cohesive brand standards by creating request processes and providing design, copywriting, social media, and event support to other departments and initiatives
- Find, document, and utilize stories from students, donors, alumni and community members in podcasts, social media posts, blogs, video, and magazine articles
- Produce the *Engage360* podcast, finding topics and guests, managing the production process, promoting the content, and finding ways to repurpose existing content in other capacities

Compassion International

Major Gifts Support Specialist | 2019-2021

- Create branded marketing materials for various products, incorporating storytelling and data reporting into print, email, and web copy
- Assist in appeal and stewardship creation for 3 expansion campaigns
- Provide business support by managing donation opportunities and reporting for \$6M+ revenue yearly, writing reporting copy, and assisting in revenue forecasts for teams \$60M+ yearly revenue goal
- Create internal copywriting for the Executive Team, including briefs relating to product experience pain points, COVID-19 marketing impacts, and business expansion

New Generations Intern | Summer 2019

- Synthesized primary and secondary research on Gen Z behaviors to achieve deep customer understanding and inform marketing engagement strategies
- Wrote a research synthesis brief and presentation for Executive Team to clearly communicate and quickly educate audiences on Gen Z needs, Compassion's strengths, and opportunities for exponential growth

Market Research Intern + Communications Specialist | 2018 - 2019

- Executed a written research project analyzing 5 nonprofit competitor's reporting materials, developed 7 benchmarks for analysis, synthesized findings, and made strategic recommendations for Compassion's donor experience
- Created 100+ digital and print deliverables for donor reporting using Adobe Creative Suite. Assisted in both template development and custom reporting.
- Assisted team members with administrative tasks, photo editing, and data organization

Mission Hills Church

Social Media Manager + Content Specialist | 2017 - 2019

- Created and executed a monthly social media calendar (Facebook, Instagram, Youtube) achieving 25% follower growth and 105% engagement growth in first year, managed an advertising budget
- Wrote copy for weekly email campaigns, website, and print material, ghost wrote for Executive Director, and coordinated blog posts with guest authors
- Edited and proofed all team materials for publication, ensuring cohesive branding and voice across platforms