

# RACHEL WALLACH

Internal & Executive Communications | Writing

## SKILLS

- Executive Communications
- Internal Communications
- Writing / Editing
- Stakeholder Engagement
- Time Management
- Sound Judgement
- Microsoft Office Suite / Intranet

## EDUCATION

Syracuse University // S.I. Newhouse  
School of Public Communications  
B.A. Advertising, Art History  
Magna Cum Laude

2014 AAF National Student  
Advertising Competition  
Team Copywriter

## CONTACT

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## EXPERIENCE

### Communications Lead Specialist

Deloitte | 2022 - Present

Lead executive communications for Deloitte Consulting Services' US Cyber, Regulatory, Risk & Forensic, and Finance Transformation leaders

Capture the voice and strategic priorities of the business and its leaders

Collaborate cross-functionally with Chiefs of Staff, Marketing, PR, and Comms

Research, plan, and write internal newsletters and intranet news articles

Manage editorial calendars for newsletters and internal comms platforms

Provide pre- and post-webcast support (e.g., invites, talking points, recap notes)

### Communications Senior Specialist

Deloitte | 2019 - 2022

Supported executive communications for Deloitte Risk & Financial Advisory

Researched, planned, and wrote internal newsletters and intranet news articles

Provided pre- and post-webcast support (e.g., invites, talking points, recap notes)

Scripted internal videos and internal leadership podcasts

### Communications Specialist

Hudson's Bay Company | 2018 - 2019

Drafted internal communications distributed to the HBC Tech Division

Supported the Office of the CTO with internal corporate messaging

Wrote and edited the bi-weekly newsletter for Tech associates

Coordinated across teams to gather and disseminate content internally

Created and prepared slide decks for senior leadership presentations

### Freelance Writer / Editor

Best Foot Forward Foundation | 2017 - 2019

Edited and rewrote website copy, blog posts, and email newsletters

Created blog content consistent with the organization's core values

Collaborated with the co-founder to plan the editorial calendar

### Media Relations Specialist // Media Relations Associate

Fractl | 2016 - 2018

Implemented creative email outreach for 4-5 campaigns per week

Developed relationships with top-tier online publishers

Secured media coverage to drive SEO and increase brand awareness

Created media lists and monitored campaign metrics

### Data Operations Associate

GrubHub | 2015 - 2016

Edited content for GrubHub, Seamless, and MenuPages

Adhered to the company style guide and the AP Stylebook

Coordinated daily with restaurants and the customer care team

### Freelance Copywriter

Louis DeLuca, M.D. | 2014

Developed print advertising to promote the practice

Published advertisement in *The Bump Magazine: South Florida*

### Social Media Intern

MDG Advertising | 2013

Wrote 2-3 SEO-friendly posts per month for the agency's blog

Managed client Facebook and Twitter accounts daily

Curated content for Facebook, Google+, LinkedIn, and Twitter