

# RACHEL FREEZE

☎ (870)-972-2790  
✉ rfreeze@astate.edu

Strategic Communication Instructor

## EDUCATION

Arkansas State  
University  
2012-2015

**Master of Science in Mass Communications  
Health Communication Certificate**

Arkansas State  
University  
2007-2010

**Bachelor of Science in Graphic Communications**

## PROFESSIONAL EXPERIENCE

Arkansas State  
University  
2020 - Present

### Instructor

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

Arkansas  
Methodist Medical  
Center  
2016 - 2019

### Marketing Coordinator

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
- Managed nine social media platforms
- Maintained four websites
- Created a consistent branding message
- Created visual communication to convey messages in an effective and aesthetically pleasing manner.
- Designed content for a website, brochures, logos, signs, advertisements, employee newsletter, and other communication materials.

St. Bernards  
Health & Wellness  
2015 - 2016

### Marketing Assistant

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

## SERVICE Committees

College Recruitment & Retention	Department Assessment
Chair of the Recruitment Committee	Department Awards
Chair of the Department Banquet Committee	Department Scholarship
Department Curriculum	

## Professional Organizations

Public Relations Society of America  
Public Relations Student Society of America Advisor