

Rachel Forrest

Content Strategist,
Journalist, Editor

Contact

Address

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Phone

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WWW

www.rachel-forrest.com

Skills

Interviewing skill

Excellent

Media operations
knowledge

Excellent

Story development

Excellent

AP style expert

Excellent

Radio broadcasting

Excellent

Copy Editing

Excellent

Self-Motivated

Dynamic journalist, editor and content specialist bringing 21 years of experience. Hardworking and reliable with entrepreneurial spirit and passion for developing and reporting engaging content. Versed in writing and editing for print, multiple digital media platforms, social media and online platforms.

Work History

2016-10 -
2022-05

Branded Content Strategist

Gannett, Remote

- Organized information and content to produce well-written articles covering many topics published on Gannett's USAToday network and local news and media sites
- Wrote quality content for clients, enabling site visitors to quickly obtain information. Conducted interviews with experts and business owners for content.
- Edited content provided by branded content freelancers using AP Style guidelines
- Strengthened content through proofreading and editing
- Created dynamic graphics and pieces to increase website and social media traffic.
- Used multiple content management systems to publish articles
- Helped sales teams with pitches by creating content concepts for multi-million dollar clients

2002-05 -
Current

Freelance Journalist

Multiple

- Wrote, edited and produced stories for print and internet channels for multiple publications including Yankee Magazine, Taste of the Seacoast, Eater, Texas Highways and Fathom.
- Writer for EatDrinkLucky.com, a daily enewsletter
- Ghost writer and editor for multiple books
- Wrote "Maine Classics: More Than 150 Delicious Dishes from Downeast" for chefs Mark Gaier and Clark Frasier
- Radio host for Wine Me, Dine Me on WSCA-FM,

2002-05 -
2019-05

Journalist and E-commerce Specialist

Gatehouse Media , Multiple

- Wrote feature and news stories for both print and online publication primarily on food, drink and dining topics but also music and arts in New England
- Evaluated and followed up on news leads and news tips to develop story ideas.
- Restaurant reviewer and weekly food and drink columnist for Seacoast Media Group in Portsmouth, NH
- Ran media group e-commerce deals program, LimelightDeals.com

1995-10 -
2001-06

Executive Producer/Creative Director

AOL Time Warner, San Mateo, CA

- Responsible for content and creative direction for eCommerce Division and the Travel and Shopping Channels at AOL and then both AOL and Netscape. Oversaw production of channels.
- Creative and UI Consultant for eCommerce partners
- Member of the company acquisitions team which looked at new companies for AOL to bring into the brand.
- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Oversaw full teams of writers, artists, designers and project managers.

Education

Bachelor of Arts: Creative Writing

Rutgers, The State University of New Jersey - New Brunswick, NJ