

Rachel Huggins

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Career Summary

Creative and strategic marketing and communications professional with more than 10 years of experience in digital media, client engagement, and brand management. Specializing in creating communications strategies for community programs, public health, and mental health organizations.

Achievements

- Accelerated 20% increase of social media engagement and record 3,000 attendance by directing the content development of virtual advocacy event
- Developed content packages that resulted in a 35% spike in website traffic over a six-week period and a year-over-year 10% increase in improved email engagement
- Aggressively set and tracked key performance indicators for all communications assets

Core Competencies

① STRATEGIC COMMUNICATIONS

AP Style Writing Content Development Campaigns Social Media

① MARKETING

Advertising Brand Management Data Analytics Digital Media

① LEADERSHIP

Partnerships Team Building Project Management Team Management

Work Experience

Communications Manager, Practice Improvement & Consulting

National Council for Behavioral Health

📅 2018 – present

Designs, implements, evaluates communications and marketing initiatives for the largest portfolio of 6+ project teams

- Supervised the content production, message development, and delivery of the preliminary web portal about the health equity and racial justice training
- Increased client engagement by 30% with intensive marketing plans and content development
- Cultivated strong partnerships with local agencies, including USA TODAY-affiliated Urban Health Media Project

Work Experience

Digital Content Specialist

Children's National Hospital

📅 2016 – 2018

Engineered focused patient education and marketing content for ChildrensNational.org and its associated publications

- Collaborated with the Web Strategy team to expand and enhance multiple site migrations and daily content updates
- Developed the template standard for subspecialty services lines with the paramount project of Spanish-led microsite
- Quickly produced high-quality content on a range of emerging health topics

Associate Editor

Vox

📅 2015 – 2016

Crafted editorial content, organized digital assets, and analyzed marketing channels to drive strategic content engagement

- Delivered 14 million unique visits and secured a 15% increase in site traffic across a 6-month period
- Conducted an exclusive interview with U.S. Senator Tim Scott (R-SC)
- Assigned and edited breaking policy news and long-form features across three digital verticals against tight daily deadlines

Online News Editor

The Hill

📅 2013 – 2015

Supported the implementation of the daily coverage of the largest circulated Capitol Hill newspaper

- Led breaking news coverage of \$1.1T funding bill to avert government shutdown during marathon Senate voting procedure
- Conceptualized, pitched, and managed editorial planning for news briefs and long-term feature projects
- Managed 2 reporters during the 2014 primary elections
- Managed social media accounts and wrote more than 100 blog posts per year
- Maintained top search engine rankings by using web analytic tools to monitor traffic

Other Work Experience

Assistant Homepage Editor | USA TODAY | 2008 - 2015

Technical Skills

508 Compliance



Adobe Creative Suite



Drupal



WordPress



Education

Bachelors of Arts | Print Journalism

Howard University

📍 WASHINGTON, DC



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Digital Portfolio