

E. Rory Nachbar
Phone: 609-213-8629
rornach@gmail.com
<http://www.rorynachbar.com>

____ PROFESSIONAL EXPERIENCE ____

Johns Hopkins University, Office of Undergraduate Admission, Baltimore MD

* Digital Communications Specialist – March-August 2020

- Managed the Office's social media properties, including building strategy, developing an editorial calendar, collecting regular analytics, authoring copy, and answering student inquiries.
- Co-managed a student worker for the team by leading their training, organizing resources, and providing a positive and supportive environment to aid in their success. Projects included establishing procedures for collecting and managing student, alumni, and staff content.
- Co-managed blog strategy creation and execution.
- Member of several working groups to further Office goals through collective brainstorming, research, and project execution and management.
- Worked with admissions officers, students, and alumni to produce engaging, authentic, and diverse social media and blog content.
- Built communication and relationships across University departments and student groups to further Office goals by sharing information and engagement opportunities.
- Conducted peer institution analysis and other research.
- Managed student and alumni "takeovers" of Instagram account June-August. Included establishing processes, outreach and scheduling, monitoring, and providing feedback.
- Provided live social media coverage for virtual events, such as seasonal Open Houses.

Charles Street Research, Baltimore MD

* Social Media Manager – May 2019-January 2020

- Managed the company's social media properties, including campaigns and strategy, collecting regular analytics, authoring copy, customer and user inquiries, and creative content generation on multiple platforms.
- Conducted research, created graphics for multiple platforms and needs, managed Facebook bot creation and maintenance using ManyChat, and increased company recognition on platforms.
- Provided live social media coverage for company sponsored events, such as the annual investor summit, and assist event staff when needed.

Wolfram Research Inc., Champaign IL

* Social Media Manager for Wolfram Research and Wolfram|Alpha – April 2017-May 2019

- Continued management of the company's social media properties, campaigns and strategy, increased reporting responsibilities, authoring copy, fan interactions and user inquiries, and creative content generation on multiple platforms.
- Coordinated the CEO's social media on additional platforms, provide best practices advice, with less oversight from management; provide follow-up analytics.
- Developed procedural documentation, conduct research, manage profiles and content maintained by others, and increase company recognition on multiple platforms and within multiple demographics.
- Managed Social Media Intern, including creating assignments, training, and performance appraisal.
- Provided live social media coverage for company sponsored events, such as the annual Wolfram Technology Conference and Wolfram Summer Programs.

- * Social Media Specialist for Wolfram Research and Wolfram|Alpha – April 2016-April 2017
 - Continued to manage the company's social media properties, campaigns and strategy, reporting, authoring copy, and creative content generation on multiple platforms.
 - Provided live social media coverage for internal and external company related events.
 - Coordinated the CEO's social media and provide follow-up analytics.
- * PR Consultant for Wolfram Research and Wolfram|Alpha – January-April 2016
 - Managed the company's social media properties, campaigns, reporting, and copy writing on multiple platforms.

ADDITIONAL EXPERIENCE

- * Intern, Apprentice House – January-May 2015
 - Project Manager for spring 2015 publication acquisitions.
 - Organized, distributed, and evaluated author submissions.
- * Intern, Marketing and Communications – September-December 2014
 - Assisted with marketing and communications for the university.
 - Developed creative content for online platforms.
 - Composed written material for news releases, messages, and social media.
- * Student Blogger, Marketing and Communications Department – September 2012-May 2015
 - Recruited future students through discussion of campus life, local opportunities, and academics.
 - Posts included photos, external links, and interactive commentary.

VOLUNTEER ACTIVITIES

Girls Who Code at Champaign Public Library, Champaign IL

- * Club Facilitator – January 2019-April 2019
 - Led weekly meetings, which included teaching how to code, empowering students, and acting as an advocate.

Wishbonafide Podcast, New York NY

- * Co-producer – February 2016-June 2017; April 2020-Present
 - Aid in managing research and legal affairs; occasional guest.
 - Led marketing, wrote copy, designed graphics, and created and maintained website.

Pro Bono Consulting, Pennington NJ

- * St. James Church Communication Team – March 2016-April 2017
 - Provided social media marketing guidelines, best practices, and training to team members.
 - Minor graphic design services.

EDUCATION

Loyola University Maryland, Baltimore MD

- * Bachelor of Arts, Communications and Fine Arts
 - GPA: 3.75, Dean's List all semesters, 2011-2015
 - Magna cum Laude, May 2015
 - Recognition for Outstanding Achievement in Communication, 2015
 - Recognition for Outstanding Achievement in Studio Arts, 2012-2015
 - Recipient of Presidential Merit Scholarship, 2011-2015
 - Visual Arts Departmental Medal, 2015
 - Member of Advertising and Communication Honors Societies, 2015
- * Activities
 - Founder and Co-President, Knifty Knitters – January 2012-December 2014
 - President/Member, Greyhound Collective Poetry Revival – September 2012-December 2014

____SKILLS____

* Excellent verbal and written communication; experienced team leader and contributor; excellent personal and team organizational skills; creative ideas, problem solving and successful solutions; written and graphic editing and design; conflict resolution.

* Proficient in Wolfram Notebooks; ManyChat; WordPress; Adobe InDesign, Illustrator, Photoshop; Canva; Microsoft Office Suite; Google Docs, Sheets, Slides; HootSuite; Sprout Social; Buffer

____REFERENCES____

Danielle Bernard

Director of Marketing & Communications at JHU Undergraduate Admissions

Relationship: Manager at JHU Undergraduate Admissions

danielle.bernard@jhu.edu

407-666-1507

Jocelyn Spreitzer

Director of Marketing, Acquisition at The Oxford Club

Relationship: Manager at Charles Street Research

jspreitzer@oxfordclub.com

443-536-3121

Joseph Carter-Brown

Design and UX Strategist

Relationship: Coworker at Charles Street Research

ab@anthonybrowncreates.com

404-663-6789

Danielle Rommel

Director of Outreach & Communications at Wolfram Research

Relationship: Manager at Wolfram Research

daniellerommel@gmail.com

217-418-9631

Michelle Sawicki

Adult Services Manager at Champaign Public Library

Relationship: Girls Who Code Co-Facilitator

MSawicki@champaign.org

217-403-2062

Mary Beth Akre

Professor, Department of Fine Arts

Relationship: Art professor & mentor during college, still in contact today

makre@loyola.edu

410-617-5427