



## E. Rory Nachbar

609-213-8629

rornach@gmail.com

<http://www.rorynachbar.com>

### About

*Experienced communicator, writer, and creator with a demonstrated history of adapting to different industries. Skilled in time management and research; strong media and communication background. Bachelor of Arts focused in Fine Arts and Communication from Loyola University Maryland.*



### 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.*

## Professional Experience

### Johns Hopkins University

#### Office of Undergraduate Admission, Baltimore MD

*Digital Communications Specialist – March 2020-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 digital 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 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.
- 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, May 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, provided best practices advice, with less oversight from management; provide follow-up analytics.
- Developed procedural documentation, conducted research, managed profiles and content maintained by others, and increased 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, April 2016-May 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, January-April 2016*

- Managed the company's social media properties, campaigns, reporting, and copy writing on multiple platforms.



## Education

Loyola University Maryland, Baltimore MD

*Bachelor of Arts, Communications & 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

## Additional Experience

Intern, Apprentice House Press

*January-May 2015*

Intern, Marketing & Communications

*September-December 2014*

Student Blogger, Marketing & Communications Department

*September 2012-May 2015*

## Volunteer Activities

Girls Who Code at Champaign Public Library, Champaign IL

*Club Facilitator - January 2019-Present*

Wishbonafide Podcast, New York NY

*Co-producer - February-June 2016*

Pro Bono Consulting, Pennington NJ

*St. James Church Communication Team -*

*March 2016-April 2017*

