

CONTACT INFORMATION

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PLATFORMS

- Microsoft Office
- GitHub
- Google Analytics
- Google Ads
- Figma
- Adobe Creative Cloud
- SEMrush
- WordPress

SKILLS

- Attention to detail
- Adaptable to fast-paced environments
- Strong written and verbal communication skills
- Cross-functional collaboration

CERTIFICATIONS

Google UX Design Certification
Completed June 2025

IBM Introduction to HTML, CSS, & JavaScript Certification
Completed January 2025

EDUCATION

University of Stirling
MSc, Marketing & Brand Management
September 2021 – September 2022

The College at Brockport SUNY
BA, Marketing
Minor in Graphic Design
September 2017 – May 2021

Rachel Kuhn

WORK HISTORY

Freelance Content Writer • Accelerate Media • Remote
May 2025 – Present

- Writes original and compelling content for blog posts, articles, website copy, product descriptions and social media updates
- Conducts in-depth research on industry-related topics and gathers accurate information to support content creation
- Incorporates relevant keywords and SEO best practices to improve search engine rankings and website traffic
- Revises and polishes content for clarity, grammar, style, and consistency, ensuring high-quality standards
- Identifies content gaps and recommends new topics based on audience needs

SEO Specialist • Accelerate Media • Greece, NY (Hybrid)
January 2023 – April 2025

- Acted as a liaison for designers, developers, and marketers, coordinating cross-functional efforts to deliver client projects efficiently and effectively
- Maintained and optimized keywords for client websites, achieving results such as improving organic traffic by 148% YOY
- Optimized on-page elements to enhance UI/UX, including branding, design, and typography, while refining content to drive organic search traffic
- Utilized PHP code to implement technical SEO recommendations and assist in the development of responsive web pages for both desktop and mobile
- Implemented and maintained Google Tags on websites to track, measure, and report key performance indicators
- Developed and executed ongoing email marketing for clients using Mailchimp, achieving results such as a 26% increase in direct traffic conversion rates over a single quarter

Seasonal Information Technology Specialist • Mount Rainier National Park • Paradise, WA

May 2021 – September 2021

- Led the deployment of a new park-wide network system, updating each location from dial-up connections to Cisco Meraki wireless router systems
- Traveled to multiple locations throughout the park, providing on-site support ranging from audio-visual setup for special events to network troubleshooting for administrative offices
- Installed and maintained Toast POS systems throughout the park's retail locations
- Provided responsive hardware support across multiple locations, efficiently diagnosing and replacing equipment as needed
- Documented step-by-step guides of various processes for current and future staff facing challenges

Desktop Support Specialist • The College at Brockport SUNY • Brockport, NY (Hybrid)

August 2018 – May 2021

- Diagnosed and resolved hardware issues in-person for students, faculty, and staff across campus, performing repairs and replacements as needed
- Utilized BeyondTrust remote support software to diagnose and troubleshoot software issues for students, staff and faculty
- Monitored HelpDesk ticketing system software to ensure timely response on open tickets according to priority levels, and maintained documentation throughout the progression of each task
- Executed projects through both team collaboration and independent work
- Developed and maintained step-by-step technical guides, standardizing troubleshooting procedures for commonly diagnosed problems