

# Rachael Wohletz

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## Communication Strategist & Writer

**Excel in compelling narratives that resonate with diverse audiences | Ensure strategies are integrated with clear value proposition**

Seasoned copywriter bringing a blend of creativity, adaptability, and effective communications. Keen eye for detail and a collaborative spirit, accomplished at writing to reach various audiences with messages that are effective and influential. Strong time management skills ensure deadlines are met without compromising on quality, leverage problem-solving abilities to navigate complex messaging challenges with ease. Empathetic and open-minded, embrace feedback to continually refine and enhance work. Resilient and dedicated, thrive in dynamic environments, and deliver engaging content that drives results and inspires action.

## Areas of Expertise

- |                                       |                                 |                                     |
|---------------------------------------|---------------------------------|-------------------------------------|
| - Writer (Ads, Digital, Social, Tech) | - Marketing Strategies          | - Campaign Management               |
| - Project Manager                     | - Vendor Management             | - Process Improvement               |
| - Brand Voice Development             | - Data Analytics Interpretation | - Content Creation (Calendars, ROS) |
| - Editor                              | - Proofreader                   | - Client Relationship Manager       |

## Professional Experience

**KANSAS CITY KANSAS COMMUNITY COLLEGE**, Kansas City, KS

2025-Present

## Content Specialist, Marketing and Institutional Image

Direct creative written content that resonates with audiences and effectively meets metrics.

- Manage content-related marketing projects such as website creation, publications, admissions/enrollment emails, and CRM communications.
- Lead the brand voice of the college and implement documentation.
- Produce creative, error-free writing that compels audiences to action.
- Provide metrics and insights on the best strategies to create results-driven headlines, text, and call-to-action, using the latest knowledge in SEO writing.
- Collaborator, relationship-builder, interviewer, and partner with design teams to integrate copy with visual elements.
- Reviews and edits all marketing content to ensure consistency with college guidelines for readability, brand standards, and grammatical correctness.

**CAREER GAP (RIF)**

2023-2025

Dedicated extra time to enhancing skills through professional development, volunteerism, and active job searches.

**T-MOBILE (Previously Sprint), Overland Park, KS**

2006 - 2023

**Senior Copywriter**, Employer Brand Marketing (EBM)

2022 - 2023

Conceived recruitment brand messaging to turn prospects into candidates in the hiring pipeline with focus on diversity recruiting, vendor management, and marketing communications (MarComm) strategies. Generated phased-approach campaigns using iCIMS, SmashFlyX CRM, and SharePoint.

- Curated strong short copy with engaging headlines highlighting benefits rooted in what makes a company desirable to job seekers, benchmarking results for month-over-month / year-over-year (MOM / YOY) growth, projected / actual versus industry costs, and engagement.
- Generated phased-approach campaigns, increasing recruitment funnel numbers in targeted markets. One aspect of diversity (military / veteran) campaign included 17 social posts that had 58K impressions, 2800 engagements, and 1187 call-to-action (CTA) to careers site with 1 testimonial post that garnered 11% engagement, 1.83% click-through-rate (CTR) and 6 applies. Entire military campaign yielded 1M impressions, 618 direct applications, and more than 1400 influenced applications.
- Revamped WordPress careers website for accessibility (a11y), enabling all people to use the site. Phased approach included audit, remediation, user testing, and deployment, allowing enhanced audio descriptions on videos, color contrast on content, keyboard / text navigation, and screen reader accuracy, ensuring compliance with WCAG Level AA standards. Annual page views averaged 28M and 4K site visitors.

**Senior Project Manager**, Communications, Technology Project Management Organization (PMO)

2021 - 2022

Sole communicator who established creative tactical planning to support priorities, executive messages, and initiatives with custom project communique to various audiences.

- Developed digital architecture and design for organization SharePoint site by performing gap analysis, content life cycle, training calendar, onboarding, programs, and data visualizations via Power BI. Led focus groups, beta testers, and phased launch as site collection administer. Aggressive monthly staggered release met 100%.
- Created internal monthly digital newsletter that featured relevant content, achieving high open rate that increased MOM. Defined purpose, planned, wrote content, designed layout, added visuals, included CTAs, and trial tested.
- Handled creation of brand templates and comprehensive process documentation from inception into implementation.

**Senior Copywriter**, Business to Business (B2B)

2019 - 2021

Specialized in digital copy, targeted to businesses, to raise product awareness, generate leads, drive sales, and increase brand affinity and perception as business solutions thought leader.

- Crafted persuasive sales copy for social channels that aligned with visual design, brand standards, and marketing framework, produced 36% increase in impressions.
- Incorporated search engine optimization (SEO) best practices to curate web page content that ranked and converted, increased visibility and drove traffic through form-fill conversion rate from 10.38% to 13.53%.
- Managed content for email marketing / acquisition campaigns to nurture leads from initial interest to purchasing decisions, collaborated with B2B marketers to target business segments with key messaging.

**Senior Copywriter**, Brand and National Advertising (Ads), Internal Agency

2016 - 2019

Produced original copy for direct mail, web content, email campaigns, television and radio scripts, social media campaigns, organic posts, as well as other marketing and internal communications.

- Strategically crafted content for diverse marketing materials to relate with target audiences, enhancing brand recognition, and attracting new consumers.
- Played pivotal role in defining brand voice, tone, and marketing narratives for enterprise messaging framework. Received recognition from Office of Transformation and Brand Director for being driving force of 1300+ brand rewrites.
- Ideated, mapped, and wrote for company products and services, realizing more than \$218K in annual outsourced savings.

**Leadership Experience****EMPLOYEE RESOURCE GROUP (ERG), Women & Allies**

2017 - 2021

**Volunteer Board Member**, Communications and Operations Officer

Championed diversity and inclusion initiatives to drive company-wide social progress. Formulated end-to-end communication strategies across social channels and internal platforms (Slack, SharePoint, Teams) to foster culture of community and professional growth among members. Accountable for messages, event evangelist, event planning, membership growth, development of social channels, public speaking, and relationship building at all levels within corporation and with outside partners that support mission.

- Grew member base 2.5 times more than next highest ERG. Added events from 4 to 14 in 2019 fiscal year, contributing to 228% membership increase from 2018 to 2019 and 52% growth in first quarter of 2020.
- Utilized Slack during events to increase outreach and engagement, generating 0.6% increase in membership during Women's History Month, including 27% attendee engagement in chat.
- Project managed mentoring campaign, generating 31% increase in participants as mentors and mentees, with authored article attaining second highest total views for single site published content.
- Challenged from DEI office to support corporate employee month of giving with 2:1 match up to \$10K per ERG. Partnered with national non-profit to built out internal digital testimony campaign, exceeding match with more than \$30K raised.

**Education**

- **Master of Science (MSM)**, Business Management, Baker University, Baldwin City, KS
- **Bachelor of Science (BS)**, Mass Communications, Kansas State University, AQ Miller School of Journalism, Manhattan, KS
- **Associate of Applied Science (AAS)**, Business, Kansas City Kansas Community College, Kansas City, KS

**Patent**

Knowledge Management Content Life Cycle Management - Authored and curated a system for prioritizing the review of documentation, US Docket No. 10303, Filed Sept. 1, 2014.

## Professional Development

- **Next Leaders Program (NLP) Graduate** and **NLP Challenge Winner** - Expanded essential skills such as strategic thinking, effective communication, and team management through interactive workshops, real-world projects, and mentorship
- **Internet Marketing Certificate**, Johnson County Community College - Focused on web design and marketing for the web, using templates and code to achieve optimal web design, plus back-end system functions and design principles to increase SEO
- **Web Designer Certificate**, Johnson County Community College - Learned to optimize websites for search engines, and how to use social media, e-mail and YouTube in marketing efforts