

**Rebecca Rosenberg**  
8210 Bent Tree Rd. #214  
Austin, TX 78759

**rebeccarose13@gmail.com**  
<https://rebeccarosenberg.net>  
<https://www.linkedin.com/in/rebeccasusanrosenberg>

## Summary

---

Energetic marketing professional with a background in limited service restaurants, CPG, and professional service industries. Collaborative and insightful with a knack for detail. Experienced in navigating a variety of business cultures, from startups & small businesses to state organizations.

Specialties: brand voice, social media strategy, storytelling, idea generation, copywriting, content creation & publishing, editing, marketing campaign development, social customer care, event marketing, research, public relations

## Education

---

### **Master of Science, Information Science**

**May 2012**

University of Texas at Austin, School of Information - Graduated with honors, focus in digital media strategy

### **Bachelor of Arts, Spanish (Summa Cum Laude)**

**May 2002**

Texas State University, Department of Modern Language - Included honors coursework and study abroad in Valparaiso, Chile

## Achievements

---

- Grew Twitter, Instagram, Facebook, and Snapchat audiences organically by 300% or more for Torchy's Tacos
- Created over 5,000 branded posts for Torchy's Tacos on Facebook, Twitter, Instagram & Snapchat
- Lead digital strategist for Torchy's Tacos 10 Year Anniversary Campaign focusing on employee recognition, customer appreciation, and brand love
- Established a grading standard for evaluating and expediting customer complaints, now used company wide at Torchy's Tacos
- Created & published The Scorch newsletter for Torchy's Tacos, with open rate of 14% above industry average
- Grew digital presence of Torchy's Tacos from 16 stores to 43 stores, including digital optimization of each location on all owned properties
- Digital strategy and onsite marketing execution for over 25 new store openings for Torchy's Tacos
- Initiated street team program for The Good Music Club including recruitment, training, & management of volunteers
- Initiated social, email, and website marketing strategy for Naples Oral + Maxillofacial Surgery's inaugural New Smiles Contest, resulting in over 25 new patient consults for the practice
- Authored hundreds of B2B and B2C buying guides on electronics, home improvement, heavy machinery, office equipment, telecommunications & more as a Ghostwriter for Emerald City Marketing

## Experience

---

### **Marketing Consultant & Copywriter – Contract**

**June 2016 - Present**

#### **Naples Oral + Maxillofacial Surgery**

- Head of digital strategy for inaugural New Smiles Contest, resulting in 22 new patient consults for the practice
- Create customized social media strategy, including training and implementation, for Instagram & Facebook
- Ongoing copywriting services as needed for monthly blog, continuing education course materials, ads & brochures

**Blog Writer – Contract**

**June 2015 – December 2016**

**IonLoop.com**

- Write original, SEO-optimized blog posts about the benefits of negative ion + magnetic lifestyle products, geared towards fitness & healthy living enthusiasts

**Social Media & Digital Content Strategist - Torchy's Tacos**

**October 2014 – January 2017**

- Grew company digital presence during shift from single-state to multi-state operations
- Developed & maintained digital strategy for website, social media, and email communication
- Managed and mentored Social Media Assistant regarding brand voice & messaging
- Launched new torchystacos.com including first company blog; composed weekly SEO-friendly blog posts
- Co-developed and executed new sales-building promotions
- Collaborated with creative agency, internal recruiting dept, and marketing dept to maximize campaign results
- Analyzed, reviewed, and reported on promotional campaign effectiveness

**Social Media Coordinator – Torchy's Tacos**

**April 2013 – October 2014**

- Responsible for customer responses, content curation & publishing, & audience growth
- Established best practices for social customer care, resulting in lower response time and increased customer engagement
- Developed and maintained brand voice across all digital communications
- Collaborated with Graphic Designer to execute original social campaigns

**Digital Strategy Consultant – Independent**

**October 2011 – April 2013**

- Employed social media and marketing strategies to promote companies' products and services
- Created marketing collateral such as media kits, press releases, email newsletters, and blog posts
- Focused in music, events, & professional service industries
- Select Clients include Home Slice Pizza's Music by the Slice, Fun Fun Fun Fest 2012, SXSW 2012/2013, The Good Music Club, Social Communications