

# REBECCA ROBIN

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## PROFILE

**Content Writer and Communications Specialist** with expertise in SEO writing, brand storytelling, and digital strategy. Skilled at creating and refining blog and website content to strengthen SEO, boost visibility, and enhance audience engagement, as well as producing engaging newsletters that build audience connection. Experienced in writing press releases and strategic communications that expand brand reach. *Creative background includes singing and performing, as well as a strong knowledge of the arts.*

**Respected for hard work, attention to detail and intellectual curiosity.** A conceptual thinker with strong journalistic instincts and a compelling storytelling style, recognized for creativity, precision, and the ability to deliver polished work under tight deadlines. Known for adaptability and collaboration, with a consistent record of producing content that drives innovation, strengthens brand presence, and supports digital growth.

## PROFESSIONAL EXPERIENCE

### Freelance/Contract Communications & Copywriting

#### **OOLITE ARTS**

**01/2025 - PRESENT**

##### ■ **Communications Specialist**

- Produce bi-monthly Mailchimp newsletters, improving open rates by 10% through stronger subject lines and refined layouts.
- Manage social media calendar across departments, contributing to 1,000+ follower growth.
- Update and optimize website via WordPress, ensuring exhibitions and classes remain current and gain visibility.
- Write press releases for exhibitions, programs, and organizational updates, securing consistent coverage across media outlets.
- Conduct competitor and social media analyses to identify trends, benchmark engagement, and inform communications strategy.

#### **LÉLIOR FRAGRANCE**

**09/2024 - PRESENT**

##### ■ **Copywriter**

- Write 8–10 SEO-driven blog posts monthly; increased organic blog traffic by ~25% within three months, with one post ranking #2 on Google for its keyword.
- Produce weekly email campaigns with subject-line testing that improved open rates from ~28% to 36%.
- Created a press kit distributed to media outlets, resulting in published stories that expanded brand visibility.
- Collaborate with marketing on campaign messaging and product launches, contributing to a 15% uplift in social media engagement.
- Manage Shopify content updates, ensuring accurate, high-quality product presentation.

#### **BENE SOCIAL LLC**

**01/2021 - 09/2024**

##### ■ **Content Coordinator**

- Developed, wrote, and shared educational content/tools with clients, focusing on nutrition, exercise and habit formation.
- Utilized strong storytelling skills to develop content that captured customers' attention while building a brand people love.
- Created copy and design for various channels, including email, social, events, partnerships, and websites.
- Utilized motivational interviewing and bi-weekly follow-up sessions to facilitate habit and behavior changes.
- Produced compelling and influential copy with brand-specific voices, continually generating new and inspiring ideas.
- Select clients included Fitlife Foods, SweatHouz LLC, Debbie Bayer Coaching and Expert Business & Professional Services, Inc.

#### **INSTITUTE FOR INTEGRATIVE NUTRITION**

**03/2020 - 01/2021**

##### ■ **Content Coordinator**

- Assisted content team in carrying out editorial strategy, including writing blog posts, optimizing content for SEO, and managing editorial assets from conception and creation to post-campaign performance analysis.
- Organized monthly marketing briefs with content marketing assets for each month's campaign theme.
- Drafted content for webinar and video scripts.
- Refined landing page copy and promotional email campaigns, working with content team to maximize messaging effectiveness.

#### **PRESS KITCHEN**

**08/2019 - 03/2020**

##### ■ **Assistant Account Coordinator/Content Writer**

- Drafted press releases and feature articles for new hires and advertisements.

- Pitched clients on podcasts and feature article opportunities.
- Drafted social media calendar for clients.
- Scheduled and analyzed results for Facebook and Instagram advertising campaigns.
- Updated industry events calendar and plan/action reports for clients.
- Tracked media mentions and compiled coverage books for advertising and production clients.

#### **EDUCATION AND CERTIFICATIONS**

**Bachelor of Arts Degree in English with a focus on Public Relations**, Stern College for Women, Yeshiva University  
**Certified Integrative Nutrition Health Coach (INHC)**, Institute for Integrative Nutrition  
**Certified Life Coach (CLC)**, Life Purpose Institute

#### **TECHNICAL PROFICIENCIES**

Microsoft Office (Word, Excel, PowerPoint, and Outlook), Mailchimp, WordPress, Sprout Social, Shopify, SendGrid, Asana, Slack, Jira, and CRM software

Social Media platforms including Instagram, Facebook, Twitter, Snapchat, LinkedIn, Pinterest, and TikTok