

RACHEL LANDGRAF

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SUMMARY

Creative, driven and organized communications professional with an entrepreneurial and collaborative spirit who has a wide breadth of experience and ability to quickly learn, problem solve and generate results. Proficient in Sitecore, Adobe Suite, Microsoft Suite, Netitor, Avid, EDIUS, Final Cut Pro 10.

EXPERIENCE

United Airlines

Chicago, IL

Senior Communications and Content Specialist

(August 2019-Present)

- Coordinate, write and produce communications and stories for over 75,000 employees worldwide.
- Sustain strong relationships across all departments to develop strategy to build the United brand.
- Serve as the communications manager for town halls that feature our CEO and executives to discuss topics such as quarterly earnings, operations, and diversity, equity and inclusion initiatives.
- Worked collaboratively with the U.S. government, non-profit partners and the media to successfully activate Civil Reserve Air Fleet missions that brought Afghanistan refugees to the U.S.
- Established a new email platform to implement United news and programs to our internal partners.

Production Coordinator – Employee Digital Engagement

(September 2018-August 2019)

- Managed and wrote all internal content for Pride Month 2019 where over one million miles were redeemed by employees and customers to donate to our partner, The Trevor Project.
- Contributed to the editorial calendar and published content for United's intranet site that features company news from executive announcements, to human interest stories and new policies.

Compass Casting and The Forge

Chicago, IL

Casting and Communications Assistant

(December 2017-August 2018)

- Built and managed schedules for projects that exceeded over 200 auditions in a day.
- Renewed existing relationships with production companies, directors and agencies to secure future projects and establish long-term business opportunities.
- Implemented a cross-channel editorial calendar for communications and social media.

DePaul University Athletics

Chicago, IL

Graduate Assistant in Communications

(August 2015-June 2017)

- Collaborated with marketing and alumni relations to promote and brand DePaul's Wintrust Arena.
- Produced online and television video for all DePaul teams, which led to doubling content in 2017.
- Wrote press releases to market the University and athletic department to local and national media.
- Directed all video operations and served as the media relations contact for tennis and softball.

Marquette University Athletics

Milwaukee, WI

Student Assistant in Communications

(October 2011-May 2015)

- Created schedules and managed 12 student-assistants to successfully staff all athletic events.
- Managed media and teams during the Men's 2014 NCAA March Madness Tournament.
- Wrote and posted updates, press releases, recaps and statistics to GoMarquette.com.

ADDITIONAL EXPERIENCE: O'Connor Casting Company, WTMJ-TMJ4, WMTV- NBC15, CG Schmidt Inc.

EDUCATION

DePaul University (2017): M.A.- New Media Studies

Chicago, IL

Marquette University (2015): B.A.- Corporate Communication, Broadcast Communication

Milwaukee, WI

SERVICE

- Directed and produced a grassroots fundraiser for an orphanage in Haiti, raising over \$10,000.
- Mission trips to Jamaica and Haiti to serve and build long-lasting relationships with local residents.