

# Rachel Baker

## Technical Writer, Editor, Storyteller

### Education

#### Bachelor of Arts, May 2015

Professional and Technical Communication  
magna cum laude  
*University of North Texas*

#### Bachelor of Arts, May 2015

English, concentration in literature  
magna cum laude  
*University of North Texas*

#### Associates of Arts, May 2012

*Collin College*

### Work Experience

#### Technical Writer

Money Smart Tools, 2014 to Present

- Design and create marketing materials to promote wealth building, retirement planning, insurance, and taxes
- Create and edit business and ad copy
- Built and maintain three websites including building and editing a members' only online information database
- Collaborate with subject matter experts to fact-check information
- Assist in managing office, training, and promotional events

#### Tax Preparer and Marketing Associate

Liberty Tax Service, 2012-2014

- Conducted tax client interviews and complete tax forms
- Edited documents and letters to clients and business partners
- Maintained the Facebook account and distributed information

### Technical Courses

- Technical Writing
- Technical Editing
- Manuals and Procedures
- Commercial Publication for High-Tech Industries
- Proposal and Grant Writing
- Digital Media (Web Development)
- Writing for the Sciences

### Technical Skills

#### Programs

- Photoshop and In Design
- MS Suite
- Adobe Acrobat
- WordPress

#### Writing and Editing

- Web Content Writing
- Business, Procedural, and Proposal Writing
- Technical and Document Editing
- Business Storytelling
- HTML & CSS

#### Design

- Graphic and Document Design
- Creating Marketing Materials

### Client Projects

#### American Casino Technology

Creates anti-money laundering software for use in casinos to automate their processes and provide protection and reduce errors.

- Edited product ad copy for clarity and correct grammar
- Designed a flyer layout to attract attention and accentuate the product and product information

#### Allegiance Home Health

The client is a Texas-based senior home health care service.

- Coded a responsive website using HTML and CSS
- Converted the HTML and CSS site to WordPress theme
- Incorporated design and content from wireframes from the Design and Content teams
- Edited content for grammar, wording, and parallelism

#### Egg Donor Solutions

The client is a nation-wide egg donation agency, operating out of DFW, which matches couples with donors to build families.

- Wrote and edited a project proposal and a letter of transmittal
- Created a tagline and ad copy
- Developed a marketing campaign, which included a postcard ad, a story brochure, an infographic, and a banner
- Created design elements with Photoshop

#### UNT Innovation Greenhouse

Innovation Greenhouse, as part of the University of North Texas, unites students and companies to create new technology.

- Performed a landscape analysis of similar college programs
- Completed a qualitative and quantitative audit to assess strengths and weakness
- Created wireframes for a user-friendly website layout
- Wrote a findings report of research and online presence plan

