



Rachel Ramkaran

Copywriter, Graphic Designer & Communications Specialist

Crafting strategic communications with heart and purpose.

www.rrwrites.com

Location



Toronto, ON

Bio

My specialty is copywriting and graphic design for direct marketing, social media, and editorial content. I skillfully craft strategic communications, delivering strong creative content on brand, on budget, and on time.

Through my work in the non-profit sector, I have supported the increased brand recognition and public support of many admirable organizations. I strive to bring the heart and impact of mission-based communications to everything I do.

When I'm not writing and designing, you can find me enjoying nature, sinking into a good book, spinning my hula hoop, or working on my own creative passion projects.

Skills & Software

Copywriting	Indesign
Ghostwriting	Illustrator
Speech writing	Photoshop
Content Creation	Microsoft Office
Graphic Design	Wordpress
Editorial Layout	

Education

2020 — George Brown College:
Graphic Design Certificate

2014 — Association of Fundraising Professionals: Fundamentals of Fundraising Certificate

2010 — Ryerson University:
Bachelor of Journalism

Recent Work Experience

Interval House

Annual Giving & Communications Advisor
Resource Development & Communications Associate

Mar 2018-Present
Oct 2016 - Mar 2018

- Raised \$1 million annually through direct mail, telemarketing, and online giving
- Wrote, rolled out, and kept up-to-date new and more functional website
- Provided design and copy for posters, brochures, invitations, social media content, and ads
- Wrote speeches, conference presentations, blog posts, thank-you letters, outreach emails, and reports
- Delivered a presentation about fundraising at the Women's Shelters Canada National Conference
- Launched two award-winning public service announcements
- Managed media and public relations, including press releases
- Created and followed strategic plan and budget for the areas of fundraising and communications
- Managed and mentored Fundraising & Communications Specialist

Stephen Thomas Ltd.

Senior Account Coordinator
Account Coordinator

Sep 2014 - Sep 2016
Jul 2012 - Sep 2014

- Wrote donor thank-you letters, campaign strategies, creative briefs, and blog posts
- Strategized and implemented successful direct response campaigns for non-profit clients
- Improved prospecting results for clients and influenced growth of their donor lists
- Led project management, ensuring creative compliance with branding and client vision
- Reported on campaign results and KPIs to inform future strategy

Gilda's Club Greater Toronto

Gilda's Awards Producer (Contract)
Social Media Facilitator (Contract)

May 2012 - Jul 2012
Feb 2012 - Jul 2012

- Improved brand awareness and supporter engagement by initiating a social media strategy
- Researched and wrote weekly blog content about relevant news and events
- Increased social media following by writing and designing original Facebook and Twitter content
- Shot and edited short videos about the organization
- Produced stewardship event honouring high profile Gilda's Club Greater Toronto supporters
- Generated audio-visual content for the event including videos and slides
- Organized volunteers

DHX Media Ltd.

Production & Development Coordinator

May 2011 - Jan 2012

- Wrote synopses and other creative materials for publicity purposes
- Filled out applications for funding and award nominations
- Conducted research for projects in development

Nomad Films

Production Assistant (Internship)

Feb 2011 - May 2011

- Wrote synopses and other creative materials for publicity purposes
- Filled out applications for funding and awards nominations
- Conducted research for projects in development

Roots Canada Ltd.

Communications Assistant (Internship)

Dec 2010 - Feb 2011

- Wrote for Roots' bi-monthly publication, The Source
- Conducted interviews and research for Roots-related stories

Toronto Employment & Social Services

Summer Support Assistant

May 2007 - Sep 2010

- Helped clients write and format resumes and cover letters in the Employment Resource Centre
- Supported clients in finding affordable housing and other resources
- Provided client service to Ontario Works recipients

References Available on Request