



Rachelbykowski@gmail.com
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SKILLS

- Creative writing
- SEO
- Digital content
- Volunteer management
- Collegiate teaching
- Team leadership
- Client/Vendor relations
- Team liaison
- Project management
- Event coordination
- Customer service

SUMMARY

I am a prolific writer in the creative and technological fields. I use my extensive training as a creative storyteller to generate compelling B2B and B2C content. In my 10+ years of writing experience, I have compiled a diverse catalogue of employment opportunities in marketing and event management that has allowed me to assist in creating copy, press releases, digital content, blog posts, and advertisements. I enjoy working in groups where I can share lessons learned and help grow a positive team energy by focusing on customers and clients' needs.

EDUCATION

- Ohio University - Athens, OH
MFA in Playwriting - GPA 4.0
- DePaul University - Chicago, IL
BFA in Playwriting, minor in Journalism - GPA 3.74

CREATIVE AND CONTENT WRITING

Playwright

June 2010 – Present

- Award-winning playwright with affiliations with the National New Play Network in Washington, D.C and member of the Dramatists Guild.
- Plays have been featured in workshops, published, and produced across the United States including at the Kennedy Center in Washington, D.C.

Digital Content Writer

ASUG – America's SAP Users' Group and C2C Global/ June 2020 – Present

- Collaborates with the ASUG Research and Content Team to create engaging articles and posts that provide valuable insights for our SAP member community while leveraging our SEO best practices.
- Articles consist of member interviews and event coverage for our B2B clients detailing the state of the SAP software community, new products, implementations, and roadmaps.

Freelance Content Writer

HowlRound Theatre Commons Online Publication/ Nov. 2016; May 2018

- Crafted essays bringing awareness to the various social issues plaguing the theatrical community.
- The essays highlighted topics such as gender bias, lack of professional gender parity, body shaming, and emotional abuse.

MARKETING AND COPYWRITING

Literary Manager

20% Theatre Company Chicago/ Jan. 2016 – Oct. 2018

- Selected the plays featured in 20% Theatre Company's productions, workshops, and readings.
- Wrote and edited copy for press releases and promotions advertising the productions and their B2C content.
- Collaborated with the 20% Theatre Company members to create seasonal themes and events.

Marketing Coordinator

Piccolo Theatre/April 2011 – Jan. 2013

- Maintained the theatre company's website and produced content that was aligned with our SEO best practices.
- Facilitated press releases, press kits, and press photo shoots.
- Generated listings for ticket sales and created advertisements in the form of posters, postcards, and other graphics related to individual productions.

PRODUCT AND CONTENT MANAGEMENT

Chapter Product Manager

ASUG – America's SAP Users' Group/ March 2018 – Present

- Coordinate projects and events, in-person and virtual, across 38 chapters of SAP users in North America.
- Manage 100+ ASUG Volunteers as we collaborate to execute chapter meetings and virtual think tanks.
- Source speakers and thought experts to deliver informative content for chapter meetings and think tanks.
- Navigate and program SAP related content that addresses challenges in the industry, implementations, and roadmaps to help connect ASUG members to peers, products, and solutions.