



RACHEL WAGNER

DETAILS

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PROFILE

A passionate and driven creative professional with a keen eye for nuanced, vivid, and captivating storytelling. Bringing forth a strong foundational background in writing, and the arts, which spans over ten years. Including over twenty screenplays, multiple awards, and published works. My recent professional experience has focused around helping businesses grow by finding their unique brand voice, and engaging their target audience by connecting through written word and visual content.

EMPLOYMENT HISTORY

Screenwriter/Producer, Freelance, New York City

2012 – PRESENT

- Writer and Producer behind award winning short films such as 'Buzzing 2C' and 'Like a Natural Woman'
- Consulting Producer and Screenwriter for the upcoming episodic series 'Cowgirl Hero' produced by Hill Harper and Paull Cho
- Consulting Producer for various podcast projects for actor and activist, Hill Harper.
- Optioned a feature length film 'And Now We're Here' to the head of New Mexico Women in Film, Lisa Lucas.
- Written over 20+ scripts that are in various stages of development and production.

Accomplishments:

- 2020 BlueCat Screenplay Award Quarterfinalist
- 2020 Los Angeles International Screenplay Award Semi Finalist

Operations Manager, Four Fitness JC, Jersey City

2019 – 2021

- Implemented and executed go-to-market policy, planning, and strategy.
- Created copy for promotional materials in-house and on social media.
- Interacted with client base to assess their needs.
- Facilitated the creation of the brands aesthetic and voice through copywriting and social strategy.
- Assisted in the curation of photo and video shoots to further build the brand's image.
- Ensured all employees and clients were happy and healthy.

Accomplishments:

- Increased client retention by 80% YOY
- Secured multiple co-marketing partnerships with other local businesses which drove incremental sales through new client acquisition and brand awareness

- Onboarded and managed CRM suite of tools

Production Assistant/Social Media Manager, Apogee Media, New York City

2018 – 2019

- Assisted in casting calls for various short films produced by Apogee Media.
- Worked on the development of scripts in various stages of production.
- Helped curate brand's voice through all social platforms and email correspondences.
- Managed film festival submissions and collaborated with various internal teams to create all graphics, videos, and ensure grant proposals were submitted on time.

Jr. Creative Director/Production Supervisor, Goler Fine Imported Shoes, Santa Fe, New Mexico

MAY 2016 – JULY 2018

- Helped to define brand's voice and target audience.
- Created scripted and unscripted content to promote the brand across email, social media, and various PR projects.
- Planned and designed mood-boards for content creation.
- Casting, styling, and assisting on all quarterly photoshoots and videoshoots.
- Managed and Scheduled social media content on corporate Facebook and Instagram accounts.
- Compiled and analyzed social media analytics to present to upper management.

Filmmaking Intern, iContent, New York City

MARCH 2014 – MARCH 2015

- Took notes and reported back to upper management during storyboard meetings.
- Research and presented analytics to management for pitch meetings.
- Collaborated with team on pitches for GQ, Vogue and Allure.
- Ensured office was well organized and efficient.

EDUCATION

B.F.A., Santa Fe University of Art and Design, Santa Fe, New Mexico

Graduated Cum Laude with a Bachelors of Fine Arts degree in Acting and Screenwriting.

SKILLS

Screenwriting

Story Editing

Creative Problem Solving

Entrepreneurship

Fitness Assessments

Design Skills

Creative Writing

Adaptability

Interpersonal Communication Skills

Business Strategy

Fitness
