

RACHEL BENSKEY

Senior Copywriter & Editor

EMPLOYMENT EXPERIENCE

Digible, Inc.

Senior Copywriter :: Denver, CO :: June 2019 – Present

- Work independently, as well as with various members of the in-house team, to create industry-leading marketing collateral and advertising copy. Conceptualize and write copy for agency website, newsletter, paid and organic campaigns, brand emails, live events, videos, and more.
- Provide the smart and SaaS-y voice of Fiona–Digible’s award-winning, AI-based multifamily marketing technology–in emails, feature releases, and social campaigns, as well as in select places on-platform. Drop knowledge about digital marketing news and client to dos in a distinctive and delightfully cheeky fashion.
- Help define and guide the evolving brand voice of Digible and Fiona and provide oversight on the execution of tone across multiple assets, both internal and external.

Grammar Pants

Freelance Copywriter and Editor :: Denver, CO :: October 2013 – Present

- Research, concept, and create clear and compelling copy for a wide variety of clients across a range of industries. Adapt style and tone to match brand guidelines, ensuring consistent language across multiple touchpoints and mediums.
- Combine creativity with critical thinking to bring a thoughtful and analytical approach to every project.

Studio Hippo

Copywriter and Project Manager :: Denver, CO :: June 2018 – June 2019

- Copywriter and Project Manager for all illustration, animation, video editing and graphic design projects at Studio Hippo, a motion design and animation agency in Denver.
- Created copy for the happy herd and for clients spanning a variety of industries, including Colorado Brain Injury Alliance, BPX Energy, Apt. App, Noodles, Amazon, and more.

Shmoop

Content Writer :: October 2015 – September 2016

- Content writer for the test prep division of Shmoop, an online curricular resource for teachers and students.
- Generated humorous, Shmoopy copy to teach students how to write for standardized tests and to make ACT practice sessions suck less.

Douglas County High School

English Language Arts Teacher :: Castle Rock, CO :: August 2005 – May 2018

- English Language Arts Teacher at Douglas County High School. Taught Honors, AP, and College Prep courses, molded adolescent minds from the era of Bieber through the dawn of One Direction.
- Tailored lessons, incorporating new technologies and multiple forms of assessment, to creatively engage and meet students' diverse achievement levels and styles of learning.
- Implemented and led the DCHS Writing Lab, served as Department Chair and facilitator of several Professional Learning Communities, cheered on the home team. It was all very *High School Musical*.

EDUCATION

University of Michigan

Master of Arts – Education :: Ann Arbor, MI :: August 2005

- School of Education Fellowship

Colorado Secondary Teaching Certification

Endorsement in English Language Arts :: June 2005

University Of Michigan

Bachelor of Arts – English :: Ann Arbor, MI :: May 2003

- University Honors, Dean's List

HONORS & RECOGNITIONS

- **Apple Award Nominee**
Nomination for Douglas County School District's prestigious Apple Award recognizing excellence in teaching
- **Chancellor's List**
Recognition for graduate level academic honors

VOLUNTEERING

- **Polite Tumor**
Creative Crew Member & Breast Cancer Boobassador :: Denver, CO :: 2023 - Present
- **Community Resources, Inc**
Academic Mentor :: Denver, CO :: 2023