

RACHEL SILBERMAN

Marketing & Social Media

OBJECTIVE

I am seeking to apply my skills in marketing and social media at a publishing company. I truly enjoy working with authors and publishers and want to work in a field that I have passion for: books. My experience at the NYU Summer Publishing Institute, publicity/marketing intern at Entangled Publishing, and as a freelance author promoter has honed my craft in publicity, marketing, and social media through the creation and management of author platforms.

JOB EXPERIENCE

Entangled Publishing, Publicity/Marketing Intern 6/14 – Present

Introduce and develop marketing plans, promote new releases by working with bloggers for best outreach, participate in a team that markets authors through social media

Rachel Reads, YouTube 7/13 – Present

Review books in all genres, publicize authors through guest posts and author live chats, engage with fans on social media resulting in 2.9k Twitter followers, 2.1k subscribers, 120k views, 3.1k Facebook likes

Hennepin County Library, Board Member 9/12 – 05/14

Promoted book sales and non-profit activities, produced over 100 dollars of donations for library events, arranged children fundraisers to make library a place to learn and grow

AUTHOR PROMOTIONS

Carolyn Lee Adams, Author (<http://carolynleeadams.com>) 4/15 – 7/15

Kendare Blake, Author (<http://kendareblake.com>) 4/14 – 5/14

Mike Mullin, Author (<http://mikemullinauthor.com>) 9/13 – 1/14

Cristin Bishara, Author (<http://cristinbishara.com>) 10/13 – 2/14

Leah Rae Miller, Author (<http://leahraemiller.com>) 11/12 – 2/13

Created website from client's values with easy navigation, designed with author's views in mind using WordPress for easy content manipulation, implemented blogs for their self-promotion needs

EDUCATION

Certificate in Publishing

New York University Summer Publishing Institute, New York, NY

Bachelor of Science Degree in Web Design and Interactive Media

The Art Institutes International, Minneapolis, MN



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twitter.com/RachelSilbes

youtube.com/raykaybooks

goodreads.com/rachelsilbes

SKILLS

PROFESSIONAL SKILLS

Social Media

Publicity/Marketing

Adobe Products

Microsoft Office

Coding (HTML/CSS)

PERSONAL SKILLS

Communication

Teamwork

Creativity

Leadership

Management