

# RACHEL ORTEGA

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## RELEVANT EXPERIENCE

### Email Campaign Manager

Corel Corporation, Austin, TX

April 2018 - Present

- Responsible for digital marketing campaigns that generate over \$1 million in revenue annually.
- Strategize content and design for digital projects such as mass emails, web pages, blogs, and how-to videos.
- Conduct customer surveys and evaluate analytics to gain audience insights and improve engagement.
- Hire, train, and manage a team of over ten copywriters, designers, and web developers.
- Create and maintain intranet with copy style guide, brand standards, and product information.

### Web Services Manager

The University of Texas at Dallas, Richardson, TX

Nov. 2015 - March 2018

- Hired and managed web development team to create, redesign, and maintain university websites.
- Led major website and web app redesigns through all stages: Defining project scope, site structuring, design, content delivery, production, and launch.
- Responsible for maintaining over 100 critical web pages across the institution.
- Worked closely with multiple departments, ensuring brand standards, accessibility laws, and security protocols were met across web pages and web apps.
- Experienced in hiring, representing department in meetings, vendor management, RFP negotiation, contract review for web development and purchased web applications, and urgent/crisis communication.

### Web Specialist

The University of Texas at Dallas, Richardson, TX

Sept. 2013 - Nov. 2015

- Worked with key stakeholders and departments to redesign critical university websites.
- Created and led project team to produce and update over 100 essential university web pages.

### Secretary III

The University of Texas at Dallas, Richardson, TX

July 2012 - Sept. 2013

- Curated and edited content for weekly events listing.
- Wrote weekly Tweets for official university Twitter.
- Co-managed the teacher certification program website redesign as content lead.
- Helped maintain university web pages by editing and verifying content, checking hyperlinks and testing for usability.

## EDUCATION

### The University of Texas at Dallas

BA, Interdisciplinary Studies

May 2012

## SKILLS AND INTERESTS

**Skills:** Project management; copywriting for web and email; editing; leading web redesigns through all stages; copywriting; SEO best practices; understanding web analytics; adapting to quickly changing environments. Comfortable communicating with all levels of leadership within higher education. Familiar with Microsoft Office, JIRA, Basecamp, Asana, HTML, CSS, Photoshop, WordPress CRM, Google Adwords, and Google Analytics.

**Interests:** Writing, management training, volunteering, and photography.