



RACHEL PINTARELLI

FREELANCE WRITER / COPYWRITER

PERSONAL PROFILE

With nearly 20 years of both industry and creative writing experience, I am a published poet, a produced playwright, and a screenwriter who has found a home in the 21st century as a freelance writer for various industries. I also have a strong marketing, non-profit background.

PORTFOLIO OF WORK

In addition to my active freelance writing, I am a professional copywriter under my company, Rock Your Brand. I craft actionable, branded copy for primarily female solopreneurs in the coaching, health & wellness, and creative, heart-based industries. **A portfolio of client work & writing samples is located on my website.**

CONTACT INFORMATION

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RECENT WORK EXPERIENCE - FREELANCE WRITER

THE BLOQ PARQ (2020-PRESENT)

Contributing writer to The BLOQ PARQ blog and responsible for writing 6-8 blogs per month. Work closely with the marketing and editorial teams to hit target content goals and incorporate SEO terms for each blog and internal and external linking requirements.

TRIPALINK (2020-PRESENT)

Contributing writer to Tripalink blog and responsible for writing 3-4 blogs per month. Responsible for following specific assignment targets including internal links and incorporate SEO terms for each blog.

B & M CATERING (2020-PRESENT)

Dedicated blog writer for B&M Catering company blog. I am also their content creator for all social media content posting and have increased engagement and growth over the past 6 months.

DRAGONWING GIRLGEAR (2020)

Dedicated blog writer for Dragonwing Girlgear. Content focused on girl empowerment through sports. Incorporated SEO terms and internal and external links.

NEWSBREAK (2019)

Article writer for online App Newsbreak. Contributed local reviews of restaurants and retail establishments. Responsible for providing on location photography to align with articles.

THE PATCH.COM LOCAL NEWS (2016-2019)

Article contributor to online local news website The Patch. Contributed articles independently such as interviews with local business owners, as well as under my title of Director of Marketing for Girl Scouts of Southeastern New England with girl empowerment articles.

MEDIUM.COM (2018-2019)

Blog contributions on topics ranging from dealing with grief to more current blogs centered around brand voice and the power of the written word.